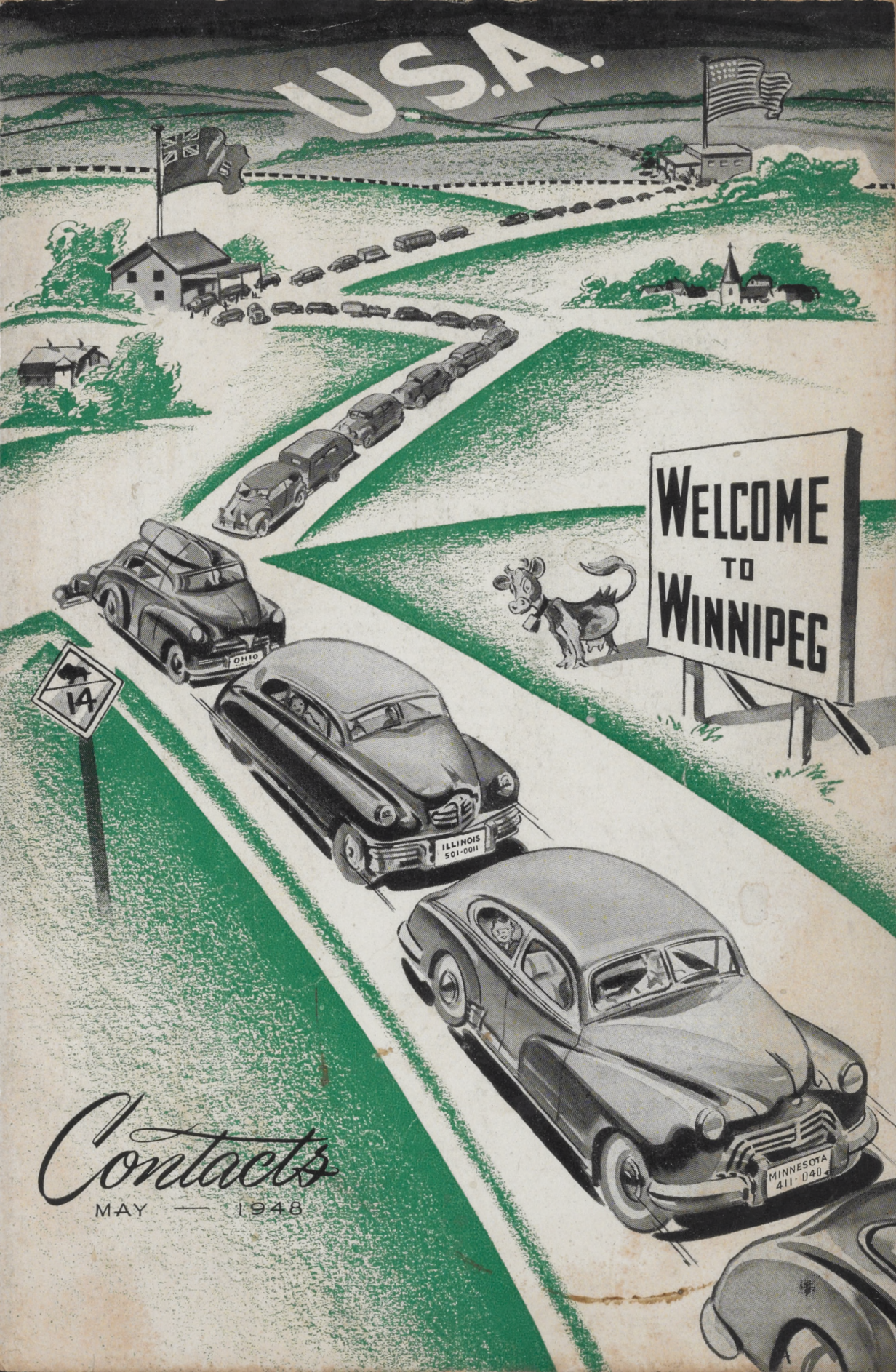
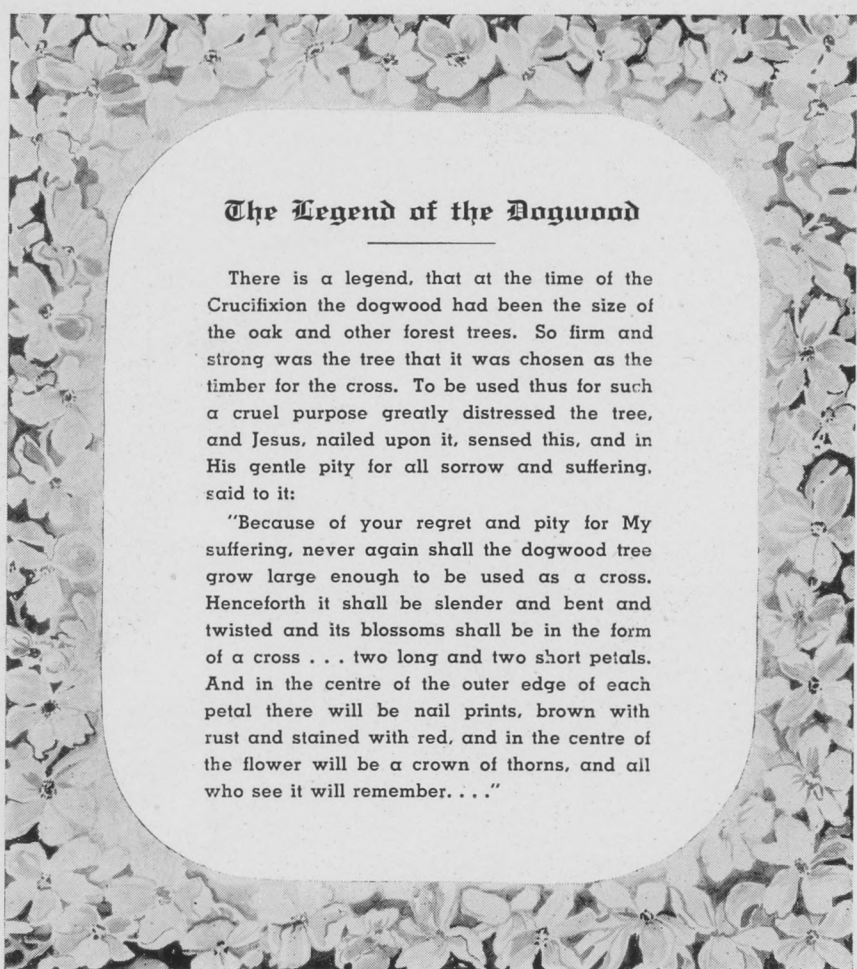


U.S.A.



Contacts
MAY — 1948



The Legend of the Dogwood

There is a legend, that at the time of the Crucifixion the dogwood had been the size of the oak and other forest trees. So firm and strong was the tree that it was chosen as the timber for the cross. To be used thus for such a cruel purpose greatly distressed the tree, and Jesus, nailed upon it, sensed this, and in His gentle pity for all sorrow and suffering, said to it:

"Because of your regret and pity for My suffering, never again shall the dogwood tree grow large enough to be used as a cross. Henceforth it shall be slender and bent and twisted and its blossoms shall be in the form of a cross . . . two long and two short petals. And in the centre of the outer edge of each petal there will be nail prints, brown with rust and stained with red, and in the centre of the flower will be a crown of thorns, and all who see it will remember. . . ."

(Courtesy of "Eaton's Hamilton Bi-Weekly.")

CONTACTS

MAY, 1948

Do You Know . . . That Next to Agriculture and Mining The "Visitor Industry" Is Canada's Greatest Source Of Income?

What is the "Visitor Industry"? It is the huge national undertaking of serving tourists and other guests within our gates—an industry now recognized as of vital importance to every last one of us who is interested in the prosperity of Canada!

By bringing immense sums of money into Canada, the visitor industry helps materially to maintain a favorable balance of trade.

Do You Know that during a five-year period tourists actually brought more money into the Dominion than our wheat crops?

Do You Know that in 1947 Canada's revenue from the visitor industry was \$242,000,000? And predictions are that this staggering figure will be topped in 1948! The American "tourist dollar" is **New Money in Circulation** as badly needed today as it was in wartime.

Do You Know that in 1947 total border crossings into Canada numbered 23,000,000? Think of it! That represents a total almost twice Canada's population—a movement said to be unparalleled in the world!

What of Manitoba? The unspoiled beauty of our Manitoba lakes and forests continues to attract an increasing number of visitors in search of good fishing, camping and outdoor relaxation. During 1947 this province was host to 24,407 tourist cars—or 110,000 people. The value of their friendly invasion in terms of dollars totalled \$12,000,000!

It is high time that **every** Canadian faced up to some personal responsibility for the national success of our country's tourist trade. We want the people who visit Canada to leave so pleased with their experiences that they will return and send their friends as well.

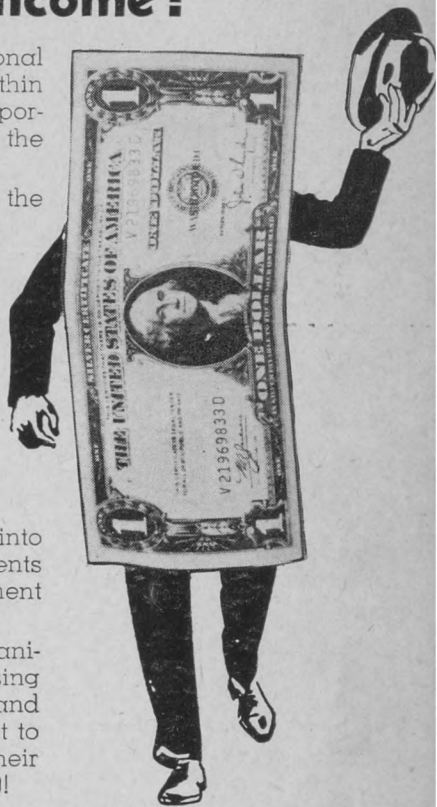
Basically, our job as Eatonians . . . is to extend every possible courtesy to Canada's guests—to be friendly and helpful—giving them needed information and that famous brand of Eaton service so well known and appreciated by our good neighbours to the south.

And we can also help by mentioning in our letters to distant friends the many features of Manitoba and other parts of the Dominion as vacation centres.

FINALLY, the more visitors to Canada the greater will be the demand for the products of our farms, forests, mines and factories—the more widespread the visitors are over our land, the better will be employment and living conditions in all parts.

That's Why the Visitor Industry is Everyone's Responsibility!

(With acknowledgments to the Travel and Publicity Bureau of Manitoba)



The American Tourist Dollar is as badly needed today as it was in wartime.

Welcome to The West!

**Mr. F. B. Walls, Vice-President and General Manager, Montreal Store, and
Mr. C. H. Boothe, General Manager, Hamilton Store, Plan Western Visit**



Mr. F. B. Walls



Mr. C. H. Boothe

During the merry month of May, Winnipeg store and western branches of the Company will have the pleasure of welcoming two distinguished Eatonians and their wives—Mr. F. B. Walls, vice-president and general manager of The T. Eaton Co. Limited of Montreal, and Mrs. Walls; Mr. C. H. Boothe, general manager of the Hamilton store, and Mrs. Boothe. The party have planned their itinerary to arrive in Winnipeg on May 3rd. Proceeding west on May 5th, they will stop over at Banff to enjoy the scenic grandeur of the Rockies before continuing on to the west coast.

It is some time since either Mr. Walls or Mr. Boothe has visited the west, and we are indeed glad that they are able to accept our invitation at this time. For their greater enjoyment, may the weather gods be kind, providing those long days of spring sunshine for which the west can be famous!

RECENT APPOINTMENTS

Winnipeg

Department W5—Books and stationery:

MR. S. M. FLEMING, head of department.

Department W37—Men's boots, shoes and rub-

bers: MR. D. HOWAT, first assistant.

Lethbridge

Department L212—Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewellery, notions, fancy goods, wools: MR. W. PALMER, assistant.

Vancouver

Department V278 and V78—Contract sales:

MR. H. McLELLAN, head of department.

Signature Withdrawn—MR. H. McLELLAN, departments V260 and V60.

EATON'S, HALIFAX, CELEBRATES 20th ANNIVERSARY IN PORT CITY

Eaton's 20th birthday in Halifax was celebrated in gala fashion at the Nova Scotian Hotel on Tuesday night, March 2nd. The party consisted of dancing and bridge with a ten-piece band in attendance and was enjoyed by approximately 400 employees and friends.

Arrayed on a table in the hotel foyer was a huge birthday cake gaily decorated and bearing 20 candles. During intermission Miss Minnie Hubley, now retired, officiated at the cutting of the birthday cake, while gathered around were a number of employees who have been in the Halifax store since its opening.

Congratulations, Halifax, from our big family of Eatonians on the Prairies!

"By Jupiter!"

Thousands of Winnipeg Eatonians were deeply impressed with this remarkable sound film recently shown by our educational department. Its vividly portrayed story of everyday life with and without **courtesy** brought home a message to us all.

The following incident related by Mr. A. C. Sizeland (floor service) is also worthy of being dramatized by Jupiter and Juno from their celestial balcony! "Truly kind hearts are more than coronets. . ."



Young Lady, 7, Going Places

Easter Saturday was a busy day, with most everybody checking a gift list to be sure there'd be no regrets or disappointments on the morrow.

One of the thousands of customers that morning, was a lady from Fort Rouge carrying a two-weeks-old baby and leading a five-year-old. With the shopping finished, this customer bought some gift-wrap cellophane.

In the excitement of the moment, what with the parcels and the youngsters and the crowded counter, our customer went home minus the cellophane.

At home, mother and her oldest girl, Phyllis, just seven, talked over what had better be done.

It was decided that Phyllis go back to the store to see if she could find the missing parcel.

Before she left home, the little girl was given two notes.

Phyllis entered the store and looked around for a sympathetic face. She approached three salespeople, each of whom was occupied with customers. Then she caught the attention of Miss S. Hobson of the jewellery department's compact bar, and handed her a note which asked: "Will you please show this little girl the way to the cellophane counter?"

Miss Hobson immediately asked her assistant manager, Mr. Yelland, for permission to leave her busy spot and, piloting Phyllis to the stationery department's novelties counter, got the attention of a saleswoman.

Here the little girl presented her second note to Mrs. Jean Bateman, in which was explained the wherefores, etc., of the cellophane which didn't get home.

This was about the busiest spot on the main floor, but Mrs. Bateman took time out to give her young customer Eaton service by locating the missing cellophane and taking her over to Mr. J. Moir of floor service.

Mr. Moir made sure that Phyllis had a street car ticket and knew which car to take. He then asked her how she managed to cross Portage Avenue to enter the store. Phyllis replied: "I waited till a big woman started over and I walked in front of her."

Seeing this episode of helpfulness through, Mr. Moir asked the co-operation of doorman H. Hutchison, who kindly escorted Phyllis over to the safety island and waited to see that she got on the right car.

An orchid to Miss S. Hobson, 215; Mrs. Jean Bateman, 205; Mr. H. Hutchison, 132, and Mr. J. Moir, 154, for a nice succession of good service and Easter spirit. By Jupiter!

* * *

Thank You, Eatonians!

The customer, a Garwood Street resident, has written a long letter of appreciation from which we quote:

"I'm very grateful to the Eaton employees who took time to help a little girl who might very well have been overlooked during the rush of Easter shoppers.

"I wish to mention, too, that Mr. Moir took the trouble to come to our home that afternoon after the store closed, to enquire if Phyllis had got back safely. He thought her rather young to be out on an errand so far from home. I appreciate his concern for her welfare. I wish to convey my thanks to each of these people who helped Phyllis with her shopping."

"LETTERS OF CREDIT"

A satisfied customer from Portage la Prairie writes to thank George Richardson (furniture department).

"Dear Mr. Richardson:

"We were pleased to receive the mattress and box spring we ordered through you, yesterday. The spring is an exact fit and we are much obliged to you and The T. Eaton Co. for arranging to have this special size made up for us. Incidentally, I am glad to note that my confidence in my ability to measure correctly has been quite restored!"

A "thank you" letter from Cranbrook, B.C., to Miss M. Johnston, shopper for the women's suits and coats department.

"This is a belated but none-the-less a sincere 'thank you' for the lovely suit you sent me some time ago. It is really beautiful, exactly what I wanted. The colour is just right and the fit is perfect. Thanks again."

A farmer wrote to a rural paper to ask "how long cows should be milked." "Why the same as short cows, of course," advised the editor.



"WHAT'S THE BRIGHT IDEA?"

Presenting Another Group of Suggestion Prize Winners

Any great institution like Eaton's has to be constantly vitalized by the application of new ideas — new thoughts to ways and means of successful operation.

Congratulations to these "lucky thirteen" Eatonians who recently thought up helpful ideas!



Lower right: Other prize winners are, left to right, (standing): Miss Gladys Kurz (men's furnishings), Miss G. Couture (mail order exchange)—\$5.00 each; Miss Gwen Simmons (head cashier)—\$2.00; Miss Ellen Craig (egg candling), Mrs. E. McKnight (millinery)—\$5.00 each; (seated) J. MacDonald (mail order advertising) and C. Regan (meats)—\$5.00 each.



Top prize of \$50.00 goes to W. J. (Bill) Hogg (mail order advertising) at right of picture.

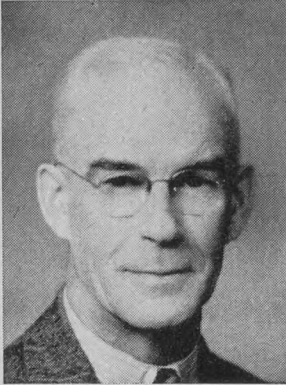
Second prize of \$25.00 "copped" by F. Hanna (receiving room) left.



Prizes of \$10.00 each were awarded this foursome. Seated: Alyce Kershaw (cashiers); Peggy Muddiman (dress goods). Standing: W. McCormick (basement store), J. Bryant (elevators).



VETERAN BUYER REMINISCES

Mr. Harold Daly Addresses Assistants Association

"Are you an Eaton man or a man who just works for Eaton's?" This pertinent question was posed by Mr. Harold W. Daly, head of department, boys' clothing, mail order, as guest speaker at the monthly dinner meeting of the Assistants Association held on Friday evening, April 2nd, in the grill room. Mr. Daly was introduced by President Harry Craik.

There is, of course, an important distinction involved in Mr. Daly's question. Drawing from a fund of experiences both in humorous and lighter vein, the speaker made his point quietly yet forcibly. He spoke of the Eaton system and the world-wide reputation enjoyed by the Company which should be a matter of pride for us all.

Mr. Daly also gave valuable tips to younger men from his many years of buying experience—"Don't try to be a big shot unless you're sure of your ground" is but one tersely expressed example.

Helpful Hints for Campers

Then on request, Mr. Daly swung into a timely topic upon which he is also a recognized expert. President of the Canadian Amateur Swimming Association, Harold Daly, B.A., has also an extensive knowledge of camp craft, canoeing and life saving. He gave his listeners a number of timely hints including how to pack a canoe safely, how to make emergency water wings from one's shirt or trousers also the indispensable equipment for campers.

Thank you, Mr. Daly, your advice may prove invaluable to some of us this summer!

On the programme side, instrumental music by Jim Carter (bass viol), Bert Kilgour (piano) and John Duffield (saxophone) was keenly enjoyed. "Three Men on a Piano" was another highlight by Junior Executives Will Vogan, Don Shannon and Jim Barry.

Let's Talk About SAFETY—

IT'S EVERYBODY'S BUSINESS!

Sometimes we are apt to overlook, or neglect, the small, apparently obscure things which cause accidents. Things which a safety-minded person would notice and remedy before injury resulted from such neglect. The following list of "Safety Suggestions" could be observed by all concerned with very little effort and many accidents prevented:

1. Cartons, whether full or empty, should not be left on floors or behind counters.
2. Merchandise should not be displayed on floors unless the height of the display exceeds 18 inches.
3. Report all breaks in floors, torn carpets or torn linoleum to the proper authorities at once.
4. Broken or spilled merchandise should be reported immediately.
5. Do not place merchandise or other articles on window ledges.
6. Electrical appliances, when used in the store, should be disconnected when not attended.

**Hazards Are Nearly Always Present.
Watch For Them! Look For Them! Eliminate Them!**

Simple precautions can reduce the number of home accidents. Do you always turn the handle of the saucepan containing boiling liquid to the side or back of the stove? Do all your pans and kettles have strong handles? Do you always use a dry holder in removing hot pans from the oven, and thus avoid steam burns? Do you turn out the hot burner as soon as you have finished using it to avoid the danger of

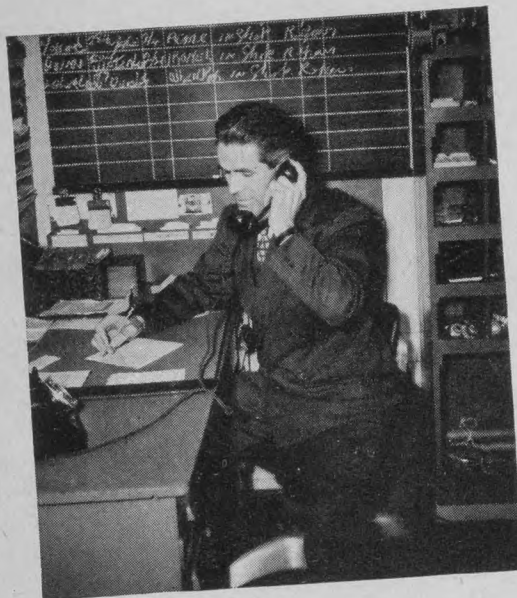
setting a sleeve on fire when you reach over it? Are your electric cords well insulated and do you always remember to have dry hands when you work with electric equipment? These are just a few everyday precautions.



What's Your Job?

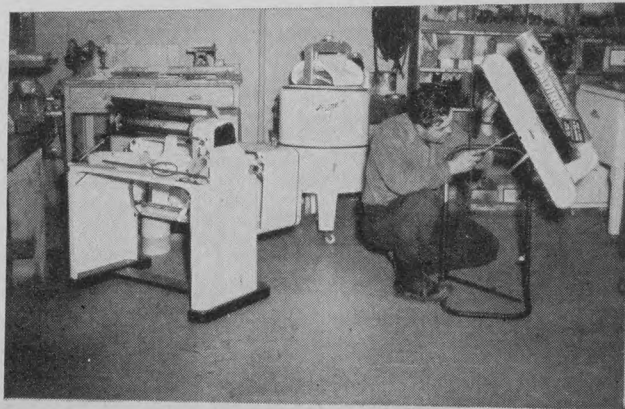
Centre—left: Let's begin here. This is the **service office**, and the pleasant, obliging chap at the phone is Mr. J. P. Connachan, who starts service rolling your way. Above his head is a work board that gives a glimpse of the calls he's taking.

Centre—right: "Yes, Mrs. Worthington, we'll be glad to renew your ringer roller—I'll make a note of it right away." Those files in front of Mr. Connachan contain the daily work orders. The city is divided into districts—each having its own day in the week for service and repairs. **A complete record** also is kept here of all servicing and repairs made to machines sold by the Company. This proves a valuable guide for the future.



Lower—left: Washday's constant wear on ringer rollers keeps servicemen busy. Bert Canning is seen cutting and re-fitting a new rubber roller.

Lower—right: Harold Lindsay adjusts the automatic control on a "Gladiron." (Yes, he has nice black curly hair, girls.)



Rub-a-dub-dub, eight men on a tub
 Who seldom appear in the news,
 But give them a spanner, a wrench or a hammer
 And they'll banish your wash-a-day blues.

Proudly we present eight skilled Eatonians whose job is to service and repair electric washers and ironers sold by the Company. Add to this the assembling and shipping of those gleaming new Acmes, Coffields, Bendix, Gladirons and other laundry equipment at the warehouse (in row upon stately row) and you realize that these boys are truly specialists!

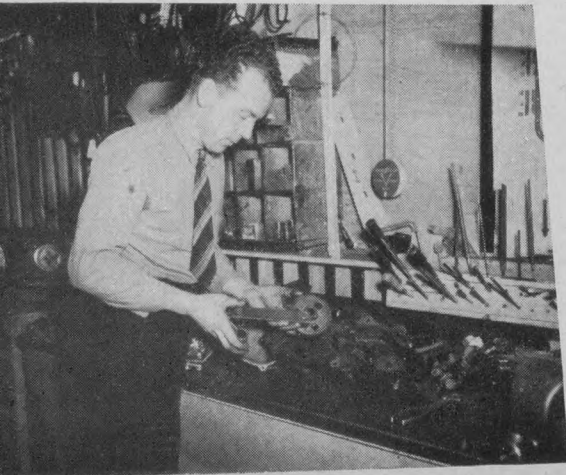
In the upper left corner is Jack Connachan. In charge of the service office at the store, Jack is "liaison" officer, co-ordinating the job between the customer and the service crew. In lower right corner is the man behind the gun, Cy Rowland, foreman of the service workshop at Alexander Ave. warehouse. Cy, who has been 19 years with Eaton's, knows the "innards" of a laundry machine like the back of his hand! Only recently he returned from a "refresher" tour of eastern factories. "Ever get a real old-timer to repair?" we asked. "Sure do," Cy replied. "We just finished repairs on an Eaton Acme, vintage 1925, and it's ready to whip many more washdays!" he added proudly. And speaking of records—**here's a thought for the safety experts!**

Since 1938, Cy Rowland has driven his car 112,000 miles on repair jobs and never had an accident!

"Carry-Away Corner." Centre—right: This is a popular spot in the service office for golf widows who pride themselves on being handy with a wrench; or for those model husbands who spend their Saturday afternoons doing odd jobs around the house. Neatly pigeon-holed here are many hundreds of small carry-away parts for making repairs in a jiffy.

Lower—left: Just wait till Jack Spillet gets finished overhauling the transmission and replacing those worn gears and bushings of that Eaton Coffield washer, Mrs. Housewife! It'll be ready to give you years of good service again!

Lower—right: Here are the boys who tune up your washer or ironer till it works like a charm again! Assembling and shipping new ones is also part of their job. Left to right: Cy Rowland, foreman; Casey Millan (with service book), Jack Spillet, Alex Maltman (behind Acme washer), Bert Canning (towering at the back), Harvey Sheidow and Harold ("Handsome") Lindsay.





Top Row—Left: Sidney Zimmerman, 12 years of age, takes a bow for his fine playing of "Czardas" on his violin. Centre: Irene Studney, also 12 years old, thrilled the audience with her sweet singing of "Baby Brother Mine." Right: 9-year-old Garry Gross carried an accordion nearly as big as himself, but he played the "Twelfth Street Rag" in fine style.

Lower Row—Left: Orysia Perich, 12, sang a lively folk song, "Cossacks Are Marching in the Village." She won high praise from the adjudicators for her singing in the Manitoba Musical Festival. Congratulations, Orysia! Centre: Our Brandon winner was Norman Chapman, 12, who played the "Golliwog's Cake Walk" with noticeable ease and a secure touch. Right: Constance Voith, who is 13 years of age, was chosen a winner for her delightful playing of "Sonata."

Good Deed Scholarships Presented

Again six young Manitoba Good Deed Club artists were chosen for a scholarship award and presented with \$50.00 each as a help in furthering their musical studies. Mr. R. J. Fry (supervisor, city advertising) who is the father of the Good Deed Club, presented the awards on March 27th at the final broadcast.

Presentations were made to Norman Chapman (piano), Brandon; Irene Studney (vocal), Constance Voith (piano), Garry Gross (accordion), Sidney Zimmerman (violin), and Orysia Perich (vocal) all of Winnipeg.

Judges for the scholarship contest were Miss Lola Smith, assistant supervisor of music for public schools and Herb Roberts, programme director of CKY.

Thus, the Good Deed Club of Eaton's wound up another successful year of first-class entertainment from Manitoba boys and girls.

The Metropolitan Theatre held more than 2,000 members and friends of the Club who eagerly awaited the opening of the broadcast.

On one side of the stage sat 30 or more youngsters who were just able to see over their huge accordions. Their director, Bill Lowe, held his baton ready to bring them in on a rousing band number.

To the right sat the prettily dressed, "hair-ribboned" chorus of girls under the direction of Mrs. Marjorie Gage.

(Continued on Page Fourteen)

Pictures Below—Left: Miss Joyce Livingston is shown receiving her gift from the choir who, each year, give a small token of affection to officials of the club.



Eight

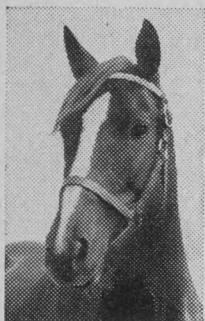


Centre: Frances Novak, Good Deed award winner, receives her 15-jewel wrist watch. Kerr Wilson is making the presentation.

Right: Mrs. Marjorie Gage is shown directing the girls' choir.



PROUD BEAUTIES ON PARADE!



Most of us only see those sleek, high-stepping beauties — the Eaton delivery horses during their work-a-day rounds to Winnipeg homes.

But to see them on parade at the various Manitoba fairs is to see these noble animals at their best! To watch them react so gracefully to the gentle commands of their drivers is to realize the contribution they make each year towards the enjoyment of fair-goers in the province.

Following their showing at Manitoba's 41st Annual Winter Fair at Brandon in April come these highly prized tributes. To quote in part:



Frank T. Williamson, Mayor, writes: "... I wish to express to you the appreciation of the citizens of Brandon for the splendid co-operation extended to the Winter Fair in respect to the show presented by the horses owned by your corporation. This, to my mind, together with the complimentary banquet extended to the Livestock Breeders' Association, was an outstanding example of democratic co-operation which has no parallel."

R. M. Hopper, President of the Fair Board, says: "... Those closely associated with the Manitoba Winter Fair are unanimous in their appreciation of the excellent display of horses, horsemanship and equipment staged by your Company in the Arena and in the barns.

"The Manitoba Winter Fair is endeavouring to render service to the agriculture of Western Canada. In this endeavour, we have been helped and encouraged by the continued generous support from your organization. The Directors and Management are grateful to The T. Eaton Company."

J. C. Donaldson, Managing Director, Brandon Packers Limited, adds: "... The horses which made up the display were in a class by themselves insofar as quality and performance were concerned, and were handled superbly by their drivers.

"The showing of Eaton horses has become an institution of which we are proud, and never more so than at the recent Fair."

YOU DON'T HAVE TO GRIMACE LIKE THE SEVENTH DWARF!

Walt Disney made a million-dollar pipe-dream come true by giving life to the inarticulate voice and human characteristics of the animal kingdom. The quality of animation sold in carloads ... the world took animation into its heart and placed a breath-taking premium on the waves of a vision!

Animation behind the counter doesn't mean that you have to grimace like the seventh dwarf, or imitate the antics of the celebrated mouse the minute a customer gets into focusing distance.

Animation simply means that your whole attitude should issue an impression of pleasure at meeting the customer, willingness to serve, confidence in your merchandise and your ability to handle any situation that may arise.

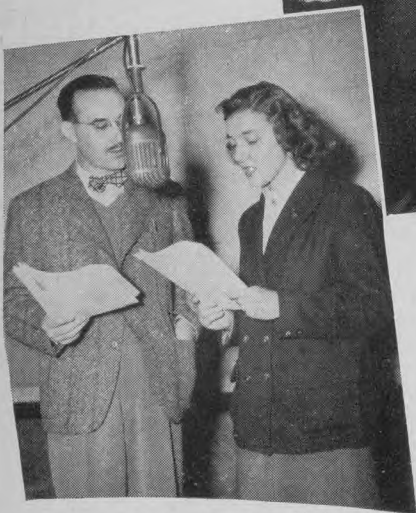
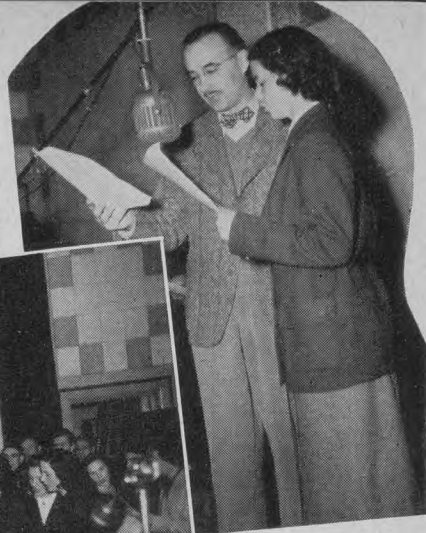
When the department is busy, instead of tossing a dull, negative approach like "You next?" or "Anything special in mind?" or "What will it be today?" at the customer who is waiting her turn, it is in much better taste to give her a pleasant look of recognition that says "I know you're there. I'll be glad to help you as soon as I can."

This type of manipulation offsets any feelings of confusion or haste in the customer you're waiting on at the moment; it also serves to let the second, third or fourth customer know that you are aware of her existence, and you have the whole situation well in hand.

Keep alert and animated at all times and you'll reduce friction behind the counter and irritation in front of it; and the service complaints in your department will melt away of their own accord.

—Condensed from "Behind the Counter."





YOUTH AT THE "MIKE"!

(For Descriptions of Pictures See Facing Page)



YOUTH AT THE "MIKE"

Junior Councillors and Junior Executives Broadcast

It was Saturday morning, April 3rd. Wilf Davidson, CKY announcer, introduced the program with . . . "Eaton's, the favorite store of the Hi-Crowd, brings you 'Hi-Crowd Harmony' . . . a joint presentation by Eaton's Junior Council and Junior Executive. We've a pleasant half-hour ahead of us to spend visiting with the Council and Executive . . . so let's drop in on them now. . . ."

Miss Lola Smith led the choir in "Zip a Dee Do Dah" and the programme was underway. As you can see by the pictures there is no lack of talent in our Junior Organizations. Marilyn Chipman, Senior Councillor, took over the broadcast from Wilf Davidson and introduced the numbers.

Tania Babienko from Lord Selkirk school, gave a glowing account of Council activities which included a tour of special departments, Spring fashion shows, and choosing merchandise for our store windows, just to mention a few of their problems.

Bruce Hill, Senior Councillor for the Junior Executives, tried his hand at the mike and announced further numbers.

Jack Thexton, Norwood, told of Executive activities such as a tour of the store to gain knowledge of store organization and operations, a visit to manufacturing plants, and plans to assist the schools in their sports activities. After

their regular Saturday morning meetings the Executives and Councillors take their places in various store departments for the afternoon.

They are combining talents for a graduation dance for Greater Winnipeg schools to be held at the Auditorium on May 22nd.

Good luck in your future endeavours, we're proud of you, our Junior Councillors and Junior Executives.

Descriptions of Pictures on Facing Page

Top Row—Left: Miss Lola Smith (assistant supervisor of public schools in Manitoba) is ready to direct the choir as the programme goes "on the air!" Centre: With his heart and soul in his song, Paul Cholakis (St. Paul's College) sings "Swanee." Right: Marilyn Chipman (senior councillor) takes over the mike from Wilf Davidson.

Second Row, centre—Miss Smith directing the entire ensemble of councillors and executives.

Third Row—Left: Tania Babienko (Lord Selkirk) is telling about the junior councillors' activities. Right: Jeff Brett (Gordon Bell) gives a humorous reading on "How To Avoid Getting Married." Surely you aren't serious, Jeff!

Fourth Row—Left: Our piano team is Jack Marshall (Kelvin) and Jack Davis (Daniel McIntyre), who get together on "a little bit of boogie." Right: Joyce Froom (Isaac Newton) is playing a lovely selection on the violin.

Lower Row—Left: Wilf Davidson interviews Jack Thexton (Norwood) on executive activities. Centre: Frances Jobin (St. Mary's Academy) gives a reading. Right: Geraldine McMullen (Transcona) sings "When Irish Eyes Are Smiling." Our congratulations to Geraldine, who won the girls' solo high voice in the Manitoba Musical Festival.

"ONE-A-PENNY, TWO-A-PENNY" MOUNTAIN

During her fame as a child movie star, Shirley Temple used to sing about the "Rock Candy Mountain." Well, on Wednesday night, prior to Good Friday, we had a mountain of deliciousness right here at Eaton's.

Had you dropped into our big modern grill room kitchens on the Wednesday night before Good Friday, the spicy odor of hot cross buns emerging from those great electric ovens would have been an unforgettable—or, rather, drooling—experience!

Imagine 26 bakers mixing that mountain of delicious ingredients! Bag upon bag of snowy flour from the prairies, butter, spices, over a ton of the finest fruits—there you have a batter that would take a pan 15 square feet in size if made into one gigantic bun! But instead, those 26 bakers hand-rolled this mountain of goodness into our famous Eaton hot cross buns—how many? Tens of thousands of dozens—that quickly disappeared into Winnipeg homes for Good Friday breakfast.

BOY SCOUTS DISPLAY HOBBIES

Boy scouts proudly displayed their hobby crafts on the fifth floor (boys' furnishings) on Saturday, April 3rd.

Uniformed young scouts were on hand to point out the prize-winning hobbies to the admiring public.

A lovely water color scene of deer grazing on the mountainside won a first prize, and was the work of 14-year-old Randy Klassen. Another first went to Fred Coward, 12 years of age, whose hobby was wall decorations skillfully modelled from plaster.

A rakish-looking sloop that brought visions of salt spray was designed by 13-year-old Barstow Miller. Woodcraft, metal work, leather work, paintings in oil and water colours, pencil sketches, pioneering, and airplane modelling were arts and crafts also represented in this most creditable display by our young men of tomorrow.



"And So They Were Married"

(For Descriptions of Pictures See Facing Page)



Top Picture—The camera man has caught a few of those present having an informal cup of coffee with Vancouver-bound Muriel Baxter.

Lower Picture—Miss Baxter receives a parting gift from her associates, presented by Mr. R. M. Pinfold, assistant general manager.



Miss Muriel Baxter Says Au Revoir

On the occasion of her departure to join the Company's Vancouver organization, Miss Muriel Baxter was honoured with a presentation by her associates of the executive and city merchandise offices.

Thanking Miss Baxter for her good work over the years, Mr. R. M. Pinfold, assistant general manager, congratulated her upon being selected as secretary to Mr. Kinnear of the Vancouver organization. It was said he, a well-merited promotion.

Mr. Pinfold expressed the sentiments of all when he added that we are sorry to lose the charming and efficient Miss Baxter from Winnipeg store. He sincerely hoped that she would be most happy in her new endeavours. She was then asked to accept a parting gift of airplane luggage. Responding with a radiant smile, Miss Baxter made a neat little speech in which she warmly thanked Mr. Pinfold and her fellow Eatonians.

* * *

An informal coffee party in the grill room followed, giving the petite Muriel's confreres an opportunity to say "au revoir and the best of luck."



Inter-Departmental Target

What makes an organization tick? R. A. Brown, describing the departmental structure of his firm, the Nashua Gummed and Coated Paper Company, listed the most important factors in keeping the wheels of an organization turning. Firms large or small would do well to heed them. They are:

1. Mutual trust and respect.
2. Real co-operation.
3. Tolerance in appraising the viewpoints of others.
4. Acceptance of responsibility beyond the immediate requirements of the job.

5. Realization of the interdependence of all departments.
6. A sense of humour.

The Eaton catalogue will please take a deep bow from the waist! This tribute recently appeared in the Northern Miner.

Eaton's Catalogue For D.P.'s

Hint to those who are handling displaced persons for employment in the mines. On their arrival in Canada place a copy of Eaton's Catalogue in the hands of every immigrant. Those with experience are authority for the statement that apart from its other purposes it is the best and most useful English language dictionary in existence.

"AND SO THEY WERE MARRIED"

Descriptions of Pictures on Facing Page

Top Row—Left: Janet Black (women's coats and suits, mail order) was a blushing bride of March 31st. Janet married Jim Hardy at Knox United Church. Right: Doris Walker (music, mail order) became Mrs. Bert Slessor, and the big event took place on April 2nd.

Second Row—Left: Doreen Morrison (mailing list, mail order) was a pretty bride of April 3rd at Holy Cross Church. The groom was Gerry McQuarrie. Centre: Mary Hurkott (mail order cashiers) has a happy smile. Her wedding to Paul Hlady took place at Knox United Church. Right: Well known to all Eatonians is Nurse Margaret Johnston, from our store hospital. The wedding took place on March 25th, and Hugh Gordon was the lucky man.

Third Row—Left: Edith Scott (budget plan) married Bob Maxwell at Chalmers United Church on April 9th. Centre: Barbara Hooper (cash office) was married to Murray Barkley at St. Aidan's Church on April 9th. Right: Ken Merritt, our only groom amongst all the brides, was married on March 27th to Muriel Bonfield.

Lower Row—Left: Joyce McLeod (shopping service) was married to Gordon Hicks at St. Stephen's-Broadway United Church on March 29th. Centre: Adeline Zilinsky (inquiries) was a bride of March 29th. Adeline married Ross Waugh at St. Mary's Rectory. Right: Miss Bea Boutin (photographic workroom), was united in marriage to Mr. Peter Rushak on April 3rd in Norwood Catholic Church.

CONTACTS

ROBERT N. MITCHELL

One of our friendly Eaton drivers, Robert Mitchell, celebrated his 35th anniversary with the Company on March 29th. The staff had arranged spring-like decorations for the occasion and Mr. Clayton Tucker, supervisor, presented Bob with a living-room clock from his fellow drivers, and thanked him for his long and loyal service to the Company.

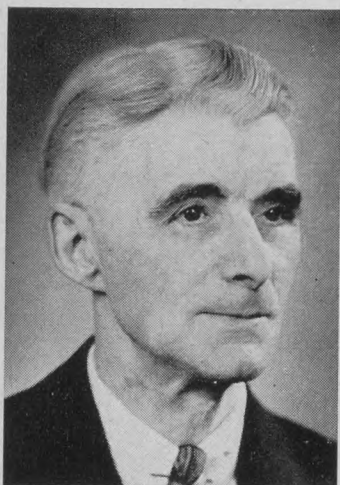
Robert Nicol Mitchell was born in Dundee, Scotland. A widower, with three children, Ethel, Gladys and Harry.

In World War I, Bob served overseas with the Royal Canadian Dragoons from 1914-1918 and in World War II with the R.C.A.S.C. from 1940-1942.

Bob is well known to residents on his Middlechurch route and we know they join with us in saying "Congratulations, Bob."

Top Picture—Bob receives a hearty hand-clasp from his fellow drivers.

Lower Picture—Against a setting of spring flowers, Bob thanks the department for his gift.



FRANK NEWCOMBE (Saskatoon)

Mr. Frank Newcombe, Saskatoon, department 379, celebrated thirty-five years with The T. Eaton Co. Limited, on April 4th. Prairie Breezes, along with the entire staff at Saskatoon, extended heartiest congratulations.

In 1913 Mr. Newcombe started working in the mail order groceries in Eaton's store. Here, he tells us, he decorated the first grocery window on Hargrave Street. In 1917 he transferred to Saskatoon mail order building on Avenue D, and was in charge of the grocery branch from 1929 to 1931, when he came to the present store and has worked in the foodateria since.

Frank's greatest hobby is gardening, and his summer evenings are spent in keeping his property and gardens one of the showplaces of Saskatoon. His two sons served during World War II, and Don Newcombe, formerly an employee of 923 department, was killed over Sicily while a wireless air gunner in the R.C.A.F.

GOOD DEED SCHOLARSHIPS PRESENTED

(Continued from Page Eight)

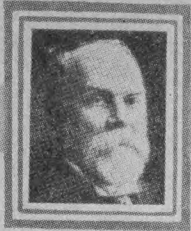
After several cartoon comedies to delight the wee folk, the winners of the awards took over the broadcast and gave a fine performance showing why they were chosen for a scholarship.

Two Good Deed winners received their gold star pins and fifteen-jewel wrist watches on this final broadcast. They were 12-year-old Jerry

Fourteen

Nykoliation of Seech, Manitoba, who saved his family from severe burns when their house caught fire; and Frances Novak, Winnipeg, who, through quick thinking, saved a baby girl from being badly burned when the little one fell against a heater.

The programme ended with a final word of advice to all "... and remember, boys and girls, do a good deed everyday—all summer, too!"



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

WILLIAM STANILAND

A hearty welcome to the Quarter-Century Club was extended to Mr. William Staniland on March 19th, this date marking his 25th anniversary with the Company with his entire service spent in one department—the paint shop.

The boys of the department got together and held a surprise party at Mr. Staniland's home where they presented him with a mantel radio from his fellow associates. Twenty-five lovely roses went to Mrs. Staniland in honour of this occasion. The party wouldn't be complete without refreshments as we hear Mr. Staniland does enjoy his "spot of tea."

Mr. Staniland was born in Newark, England, and served with the famous Imperial Coldstream Guards regiment in World War I, campaigning in Russia, Roumania and Hungary. During his war service he was awarded Medaille Militaire Francais. He speaks highly of Sir Maurice W. E. De Bunsen, British Ambassador with whom he served in South America, United States and Cuba.

Mr. and Mrs. Staniland have one daughter, Dorothy, who was an Ectonian in the meat department for 15 years, and is now residing in the U.S.A.

Birds and dogs are his hobby interest during leisure hours and with these he has won many hundreds of prizes both in England and Canada.

GEORGE GORDON

An Irishman from County Down, Northern Ireland, George Gordon (paint shop) celebrated his quarter century on March 26th. George is an expert paper hanger and has spent all of his 25 years of service in the paint shop.

On Saturday afternoon, March 27th, some of the boys of the department held an informal get-together at George's home where he was presented with an easy chair and footstool from his associates. A lovely bouquet of 25 roses was sent to Mrs. Gordon in order that she might share his honour.

George enjoys lawn bowling and fishing, and no doubt he is planning a fishing trip for his two months' summer holiday.



Top Picture—"There'll Always Be An England," sung by Mr. and Mrs. Staniland, accompanied by Jack Morrison's Scotch tenor.

Lower Picture—A charming shot of Mr. and Mrs. Gordon.





Gardenias and everything! The cameraman took this charming shot as Miss Blocher was answering the phone on her anniversary morn.



Miss Wilma Blocher

Fashion Co-ordinator

"Now is the accepted time" when it comes to photographing busy people. Realizing this, cameraman Ernie Morey "snuck" up on Miss Wilma Blocher on her quarter-century morn, March 23rd, and managed to photograph her unawares.

The result was this charming and informal picture of our fashion co-ordinator as she acknowledges an anniversary greeting over the telephone. The picture was shot in her new sanctum (so feminine and altogether lovely that a mere man vaguely wonders if he shouldn't remove his sandals before entering). The photograph also reveals a little of the festive air imparted by friendly conspirators in Miss Blocher's honour—the anniversary roses, for example—a cartoon of our heroine wearing the "new look"—a few of the many tributes from admiring friends can be seen—and even the lowly waste basket wears a perky bow for the occasion!

To make her quarter-century anniversary a memorable one, the fashion department management stood Wilma Blocher to a complimentary dinner at the Royal Alexandra Hotel. On this occasion she was presented with an exquisite Royal Doulton figurine, Mr. J. L. MacKechnie doing the honours. Another delightful gesture was the gift of a gold Dunhill lighter, an anniversary remembrance from fashion co-ordinators in other branches of the Company. And, of course, there were individual tokens, as well as congratulatory messages from various points.

"Keep circulating in the right direction," seems to have been the early motto of our heroine. Employed by Mr. Donald Hobson, now superintendent of Edmonton store, Wilma Blocher's first position with Eaton's was with the coats and dresses department, then under the direction of the late Mr. Chris. Anderson. She stayed here long enough to start the Sports-

wear Shop and then joined the educational department, at that time under the direction of Mr. C. Whitehead. While here this forward-minded young Eatonian conducted classes in salesmanship, found time to be president of our girls' swimming club and to teach them gym work.

Custodian of the gift shop and commentator on fabrics followed, wherein Miss Blocher collaborated with that lovable artist the late Frank Spink, who did the draping. A series of lectures in that fourth floor feature "The Hall of Science" was her next venture, after which finally came Miss Blocher's first commentary on a major fashion show. Today her job is the co-ordination of fashions and fashion accessories, as well as to produce those big Eaton fashion shows which are so eagerly looked forward to by our western women.

"I belong to no one department, but to all fashion departments," she told Contacts. "Yes, it's hard slugging," she added, "but I love it!" Then, with a twinkle: "I may wear out—but I'll never rust out!" With this parting shot Wilma Blocher dashed off to New York.

Thirty Years' Service With Eaton's

Our congratulations to **Mr. Ernest Charles** (122D) who completed 30 years' service with the Company on April 1st, and to **Mr. Walter Coy** (122B), on April 4th.

"Madam," said the kennel owner to the newly rich sportswoman, "I offer you this thoroughbred bloodhound."
"How do I know it's a bloodhound?" she asked doubtfully.
"Hector," the owner ordered the dog, "bleed for the lady."

Begorra and Hoot Mon!

Wilfred Dugan and Donald McKinnon Share Honours in Quarter-Century Duo

An event unparalleled in the history of the women's shoes department occurred on Friday, April 9th, when Wilfred Dugan and Donald McKinnon both completed a quarter century of service with Eaton's on the same day!

The occasion was celebrated with a breakfast party held by the staff in the grill room before store opening with Mr. Roy Graham, supervisor, presiding.

Present at the head table to honour our heroes were Messrs. W. J. McKeag, merchandise office; A. D. MacDonell, staff and welfare; W. G. Thomson, H. B. McGregor and P. W. Carter. Also attending were representatives of kindred departments and friends around the store.

Following a delicious breakfast, Mr. Graham spoke of the loyalty and excellent records of Messrs. Dugan and McKinnon and thanked them on behalf of the Company. He then presented them with identical easy chairs.

Responding, both guests of honour spoke of their happy years as Eatonians and did a bit of reminiscing. Then came the surprise!

Friendly conspirators gently eased Messrs. Dugan and McKinnon into their gift chairs while others dressed each in properties emblematic of his race. "Faith and begorra, yez can see the pig reposing in Dugan's lap, the jug of 'poteen' an' all!" "And hoot, mon! Look at Tonal McKinnon wi' his bonnet and tartan blawin' a tune on the pipes!" (Confidentially, McKinnon proved a washout as a Scot and piper since he didn't know which was the mouthpiece!)

That anaemic looking Santa Claus beside Mc-



Top Picture—Mr. Roy Graham, supervisor, thanks Messrs. Dugan and McKinnon for their loyal service.

Lower Picture—If McKinnon could blow the pipes, they'd still sound like Dugan's pig in distress!

Kinnon was meant to be reminiscent of his chore each year in the big Eaton parade. Anyway it was a lot of fun!

Wilfred N. Dugan was born in County Antrim, Ireland. A widower, he has one daughter, Miriam, who is a vocalist in Billy Rose's celebrated "Diamond Horseshoe" Club in New York. Also a son, Herb, not forgetting that grandson, Terry, seven months.

Boston terriers are Mr. Dugan's hobby and he's won quite a few trophies. "I wouldn't mind spending another 25 years if they were as congenial as those just ended and with no change in departments," he told Contacts. "Incidentally, I also enjoy matching wits with women," added the jovial Mr. Dugan.

Donald Cameron McKinnon never got nearer to Auld Scotia than Tiverton, Ont. A veteran

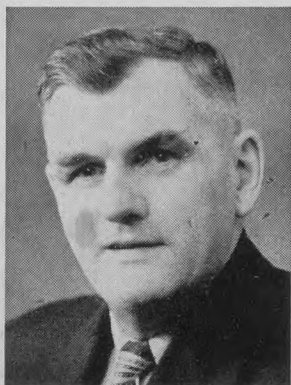
(Continued on Page Twenty-Six)

JOHN ARTHUR FOSTER

A friendly welcome to the Quarter-Century Club was extended to Mr. John Foster of the printing electrolyte department who celebrated his 25th anniversary on April 17th.

Mr. Foster wrote nearly 1,000 letters and sent many parcels of food and smokes to the boys overseas from the printing department, during World War II. "I know what it meant to me to receive mail from home in the first war," said John, who served overseas with the 184th battalion.

Born in Hovingham, Yorkshire, England, John Foster is married and has two children, Ethel May and Muriel. His favorite spot in summer is the garden.



EDWARD MARTIN

Group Manager, Men's Clothing

Belated birthday and anniversary greetings to one of the youngest members of the Eaton Quarter-Century Club, Mr. Edward Martin, who passed through the portals of this famed organization on April 9th. However, realizing that he would be in the east on that day, Mr. Martin's associates pulled a surprise presentation upon him ere he left town at store-closing on March 23rd. Happily, this was also Mr. Martin's birthday.

Mr. Jack Paterson, head of department, voiced the staff's congratulations. "We have been very happy working under Mr. Martin's direction," declared Mr. Paterson, "and would be glad to go for another 25!" He then presented our quarter-centuryite with a handsome black leather travel case—a token of remembrance from the staff.

Taken quite unawares, Mr. Martin smiled happily as he thanked his associates. Those 25 years had been good years and he had enjoyed everyone of them. He paid a warm tribute to Mr. Jack McKeag under whose kindly direction he had gained much valuable knowledge of the clothing business.

Ed, or Eddie, Martin (apart from his school-marm, we don't suppose anyone ever called him "Edward"—he's just not that kind of a guy!) hails from Belfast, Ireland, and is proud of it! Started with Eaton's as a broth of a boy in the groceries. A few months later he joined the candies and here he rose to head of department. In 1944 he was appointed head of department in the boys' clothing. In 1946 he went to the men's clothing in a similar capacity, finally stepping up again to group manager of the latter department in 1947. Like so many others, Ed married a former Eatonian—the charming



"Xzydx!?" (Censored.) Mr. Martin (right) is taken completely by surprise as his staff make a presentation. Mr. J. Paterson does the honours.

Patricia H. Nelson. They have three children, Lesley Anne, John and Nelson.

Far be it from Ed Martin to brag—he's as modest and unassuming an Eatonian as one could wish to meet. But whether he likes it or not we must mention that this Irish lad won the Eaton golf championship for 1946 (edging out the dauntless Dinty Moore!). Also that he's a crack pistol shot and a member of the Winnipeg Pistol Club. (Nice guy to have nearby on a dark night?)

Anyway, congratulations from a legion of friends, Ed, and many happy returns!

* * * *

MRS. CATHERINE DAISY JOHNSTON

A genial and willing Eatonian, Mrs. Catherine Johnston (dress goods department) celebrated her 25th anniversary on April 12th. She enjoys her work as section head of the cottons and has many customers who value her friendship and advice.

Mrs. Johnston was born in Somerset, England, and lost her husband through illness in World War I. She has one daughter, Marie, a graduate nurse.

An occasional game of golf, knitting, reading and love of good music are her special hobbies. Our congratulations on your "big day," Mrs. Johnston.

"Daisy, Daisy," and "She's Too Fat For Me" were echoed and re-echoed in the grill room at the dinner for Mrs. Johnston on April 12th. Dressed in the new look with a definite air, Mrs. Johnston was the centre of attraction.

(Continued on Page Twenty-Six)



Picture at Left—Mrs. Johnston voices her thanks for the lovely mantel radio.

At Right—Mrs. Johnston and Jim Barnes lead in the singing of "Daisy, Daisy."





A Foursome of "W"

Left to Right—W. Weymouth, W. Wakefield (supervisor) W. Wiggin, T. W. Walden

Grocery Department Honours a Trio of Quarter-Centuryites Coincidentally, All Are W's!

WILLIAM FRANCIS WEYMOUTH

The grocery section had good reason to look proud this month. Three of their members completed 25 years of service with the Company and were duly welcomed into the Quarter-Century Club.

William Weymouth headed the list of "celebrities" with his anniversary on April 10th and he has spent his entire service in the grocery section. Born in London, England, Mr. Weymouth came to Canada and joined the staff of The T. Eaton Co. Limited.

In World War I William Weymouth served overseas from 1916 to 1919 with the 188th Battalion, C.E.F. Mr. and Mrs. Weymouth have two daughters, Joan and Margaret.

A true Englishman, Bill enjoys his tennis and cycling.

The staff gathered on April 10th and presented "Billy" with a torchiere lamp and a fountain pen. Mr. W. Wakefield did the honours. Flowers were sent to Mrs. Weymouth to mark the anniversary. Bill expects to spend part of his long holiday at Cross Lake, Minnesota, just taking it easy!

WALTER WIGGIN

Prize-winning Walter Wiggin celebrated his quarter-century anniversary on April 16th and has spent his full 25 years in the tea and coffee section of the grocery department.

Walter has bowled in Eaton's Mixed Five-Pin League for the past twelve years with the Monarchs, and, "thanks to a good team behind me," declared Walter, "I managed to 'cop the cup' twice."

Born in Stapleford, Nottingham, England, Walter Wiggin is married to Irene Fuller (formerly mail order exchange). They have two children, Marilyn and Alice. Walter likes to dabble in stamp collecting and takes his "turn at the tee" in good stride.

Walter was honoured by his associates on April 16th, when a presentation of a chest of silver was made to mark his twenty-fifth anniversary with the Company. Mrs. Wiggin received a lovely bouquet of flowers from the department.

THOMAS WRIGHT WALDEN

Third of the grocery department to join the Quarter-Century Club in April was Thomas Walden, who celebrated his big event on April 16th.

Tommy was born in London Township, Ontario, and served in World War II as a bandsman in the C.A.T.C. Mrs. Walden was the former Gwen Clouter of 122 department, and they have three children—Fred, Howard and John. One of the "think-I'll-play-bridge-with-the-fellows-tonight-dear" club, Mr. Walden does enjoy his bridge games. His other interests include golf, gardening and music.

Honouring Tommy's anniversary, Mr. W. Wakefield, supervisor, made the presentation of a golf bag on behalf of the groceries and associated departments. Mrs. Walden received a lovely bouquet of flowers.

Tommy hopes to spend most of his anniversary holiday on the golf course, just to try out the new bag, no doubt!

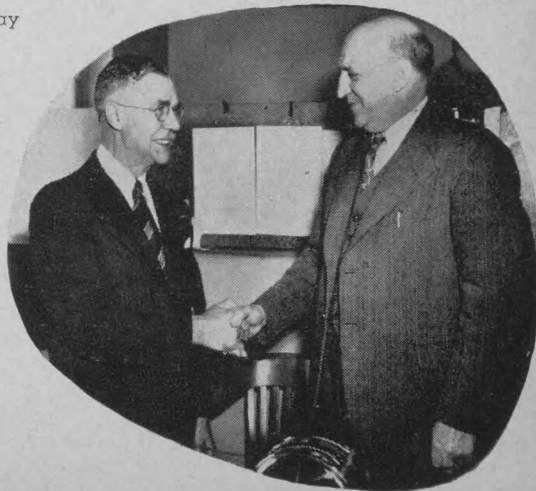
ALBERT JOHN HORTON

A soft-spoken Englishman from Coventry, England—namely Albert John Horton—celebrated his twenty-fifth anniversary with the Company on April 16th. Mr. Horton first joined the meat department (where he has spent his entire twenty-five years) in 1910 but quit after two years of service, "a matter I have regretted many times," said Mr. Horton.

Joining the 184th Battalion in Winnipeg in 1914, Albert Horton served overseas, where he was awarded the Victory and General Service Medals. Mr. Horton is married and has two daughters—Betty, whose husband was a Hong Kong prisoner of war, and Joan.

(Continued on Page Thirty-Five)

Nineteen



"Pacific Soundings" "

Jottings From Our Vancouver Correspondents, M. McGibney and L. Williams

Our vice-president, Mr. R. S. McCordick, paid us a visit this month to get a glimpse of the blue waters and catch a whiff of the salt breezes. Mr. and Mrs. McCordick spent part of their time holidaying on Vancouver Island.

The high-light of the month is the appointment of Mr. J. R. Jenkins as supervisor of Eaton's in British Columbia. We welcome Mr. and Mrs. Jenkins and extend to them our sincere good wishes. A warm Pacific welcome also to Mr. D. Kinnear who comes to Vancouver as Mr. Jenkins' assistant.

The much talked of rumour of a "big store" has at last been realized. We are proud to say The T. Eaton Co. Limited will be firmly established in this beloved "dew-drenched" city. Time alone will bring its full developments.

With great pleasure we welcome back Mr. William Gilmour as merchandise manager of Vancouver showroom and mail order operating. With his knowledge—his charming Irish personality—we feel that we have a great future with him.

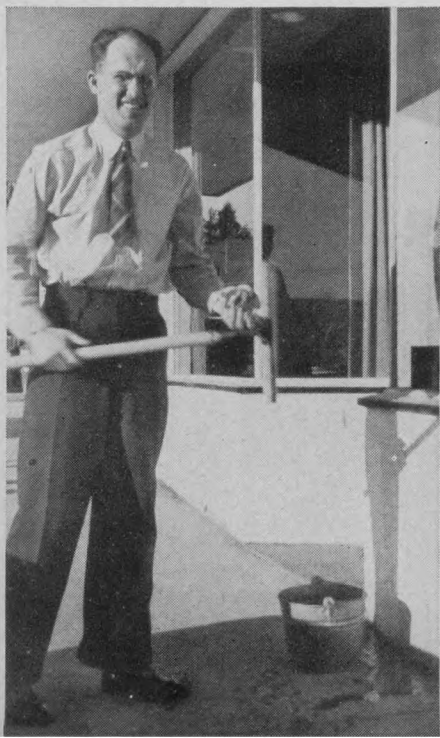
News and Doings Within Our Doors!

Who is the popular lass that's wearing the heavy load of diamonds? None other than Miss Gladys McRae. Congratulations to Gladie and Bill More. Wedding bells will chime July 31st, 1948.

Don't Kick the Bucket, Mr. Carter!

Here we catch Mr. N. M. Carter (B.C. order offices) in the act of washing the office windows at Westview.

What a great help he must be to friend wife now that Spring cleaning's here!



We are proud to announce the engagement of Jean Ewing, one of our "gals" who was formerly with jewellery office, Winnipeg store. Her fiancé is Scott Watt, that famous Eaton bowler who spends his days in creating Kentile floors and his evenings, between making strikes on the bowling floor, with our Jean.

If you didn't know before, our "Derby" is also wearing a ring on that all-important finger. Miss Derbyshire came to us from the Edmonton store in 1941, and has been one of the builders of Vancouver operation. We wish her every happiness with the "man of her choice."

Miss Beverley Pratt, of the contract office, was betrothed to Mr. Arnie Bates, radio service department. Happy days to the young couple!

Miss Gwen Loewen, cash office, is also displaying a beautiful diamond.

Our deepest sympathy goes out to Mrs. Kitty Dunn, of the educational department, in the loss of her mother last month.

Mike Walsh, furniture department, is high bowler for the men, with Scott Watt a close second. Jean Ewing and Marge Janiten are running close for the ladies' high place.

Visitors From The Prairies who dropped in to say "hello" to the spring-blown Pacific coast were: Mr. H. Maltby, Regina store; Mr. H. Keough, Saskatoon store; Mr. H. R. I. McCausland, Brandon store. From Winnipeg: Mr. W. Thomson, Mr. J. Dunlop, Mr. W. Houston, Mr. W. Hodgson, Mr. C. Tucker, Mr. A. D. MacDonell, Mr. P. F. Bridgen, Mr. L. Wharton, Miss M. Mackay.

Since January 1st we have welcomed and added to our staff Mr. W. E. Hill, head of department, G.O., B.P., D.A. and C.A. Mr. Hill comes from Port Arthur store.

Mr. B. Galbreath, head of department, mail order operating, was recently transferred from our Winnipeg mail order.

Another step has been taken—we welcome the opening of our order office in Victoria, the latest addition to our chain in B.C. Good sailing, Mr. Dyker and staff!

(A welcome salute to our Vancouver correspondents, Mrs. M. McGibney and Miss L. Williams, former members of Winnipeg staff.—Ed.)

"Five of the Best"

Smiling at you are five well known Eatons caught by the cameraman at Todd Inlet, Vancouver Island on March 10th.

Left to right—Messrs. H. R. I. McCausland, manager Brandon store; N. M. Carter of our British Columbia order offices' supervision; A. H. Young, mail order superintendent, Winnipeg; R. H. Dyker, manager Victoria, B.C., order office; E. W. Rogerson, head of construction office, Winnipeg.



Gentlemen Golfers! We Take Pleasure in Presenting— Your New Golf Secretary - Ken W. Smith

Faced with the problem of appointing a new secretary for the Eaton Golf Club, with its membership of over 600 players and all the ramifications involved, your golf executive considered the matter long and earnestly. When the name of Mr. Ken Smith (expense office) was suggested, the committee agreed unanimously that if Ken would accept the job they'd be very happy indeed. Ken answered "Yes" and the committee's worries were over.

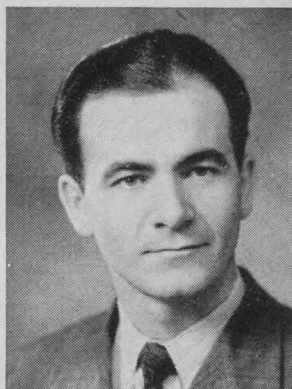
So now, golfers, send Ken Smith those last-minute applications immediately! And, of course, as golfers and good sportsmen, we earnestly bespeak your co-operation on our new secretary's behalf at all times. Thank you, fellows!

ABOUT THE KNOCKOUT COMPETITION

The weatherman permitting, it is hoped that knock-out competitions will get under way within a very short time.

AND NOW THE FIELD DAYS

1. **Grandfathers' Field Day**—P.M., Monday, May 31st. (This is a new one for old ones!)
2. **Field Day For Classes**—"E" Class, Monday, June 14th. "A" Class, Tuesday, June 15th. "D" Class, Wednesday, June 16th. "B" Class, Thursday, June 17th. "C" Class, Friday, June 18th.
3. **Seniors' Field Day**—P.M., Monday, June 28th.



Mr. Ken Smith

BE FRIENDLY

Friendliness is what our world needs today, if we are going to survive—friendliness among nations, in the neighborhood, on the job, in our churches and service clubs, within the family . . . Any group reflects the spirit of its members. Friendliness is many things. It is a personal sacrifice in the little things of daily living; faithfulness in thinking of the other fellow's welfare.

Sometimes we lose our balance momentarily, righting ourselves barely by the skin of our teeth, or by a helping hand from the fellow in front or behind us. Our journey is made a lot more comfortable if we are provided with the balancing pole of friendliness. No one knows how soon or how often he will need the same kind of help.
—From "Office Cat"

"Gerry" Mace Goes to Ottawa



Veteran of World War II, Mr. F. T. (Gerry) Mace (head of department, mail order audit), has accepted a governmental post as financial adviser to the Deputy Minister of Veterans' Affairs. With Mr. Mace's departure for Ottawa, the Eaton Men's Golf Club loses an able secretary and the Assistants Association an active member of its executive.

As a gift of remembrance, Mr. Mace was presented with an engraved Parker "51" desk set by the golfing executive, President W. G. Thomson doing the honours. A parting token from the Assistants Association was a handsome business case with portfolio presented by President Harry Craik.

Mail order heads of departments and assistants also honoured Mr. Mace with the presentation of a handsome dressing gown. Mr. Jim Johnston, supervisor of mail order operating, officiated.

Mr. Mace's training and experience will doubtless prove invaluable to him in his new work. He is a member of the chartered accountants of Saskatchewan and of the Manitoba Institute, while during the war he served with the U.S. Eighth Army in the Philippines, holding the rank of major.

Congratulations, and best of luck, Mr. Mace, in your new appointment!

A Great Program Canadian Ho

**Each Day
Brings You a
Shower of Savings!**

Because of long-range planning—because we bought in quantities to meet the need of Eaton customers—from Halifax to Vancouver—we have been able to achieve great and unexpected savings!

Special A

Throughout the
fits aggrega

What Do

STAR VALUES ALL!

We don't need to remind Eatonians that the Across-Canada May Sales will uphold Eaton traditions of selling dependable merchandise at the lowest possible prices compatible with quality! Every last item has been carefully selected for its reliability as well as for outstanding value.

One Last Word! Let each of us go forward with a sense of responsibility to do our share in making this sale the greatest success on record!

It's A Big Job For All Concerned!



Each day of the May Sales must be packed with values! As we go to press schedules are drawn up—plans are going forward—merchandise men are darting hither and yon—city advertising copywriters, layout men, artists, are “busier than all get out!” Engravers, compositors and pressmen, too, are doing their part—all combining their efforts to bring you news of the great values to be featured each day!

Summe of Value-Giving for Homes From Sea to Sea!

! Announcement To All Eatonians!

Out the entire month of May these great nation-wide sales will bring bene- aggregating many thousands of dollars in savings to Canadian homes!

What Does This Mean to You? Your Families? Your Friends?

Summer on the threshold—vacations coming up—a wedding in the offing—a thousand-and-one needs waiting to be satisfied! And, here come the Across Canada May Sales with a windfall of values!

We can't begin to tell you the whole story about these daily opportunities to save—but here are a few examples:

Summer fashions and apparel needs for all the family, from Little Lulu to Uncle Wilbur and on to Great-Aunt Clarissa!

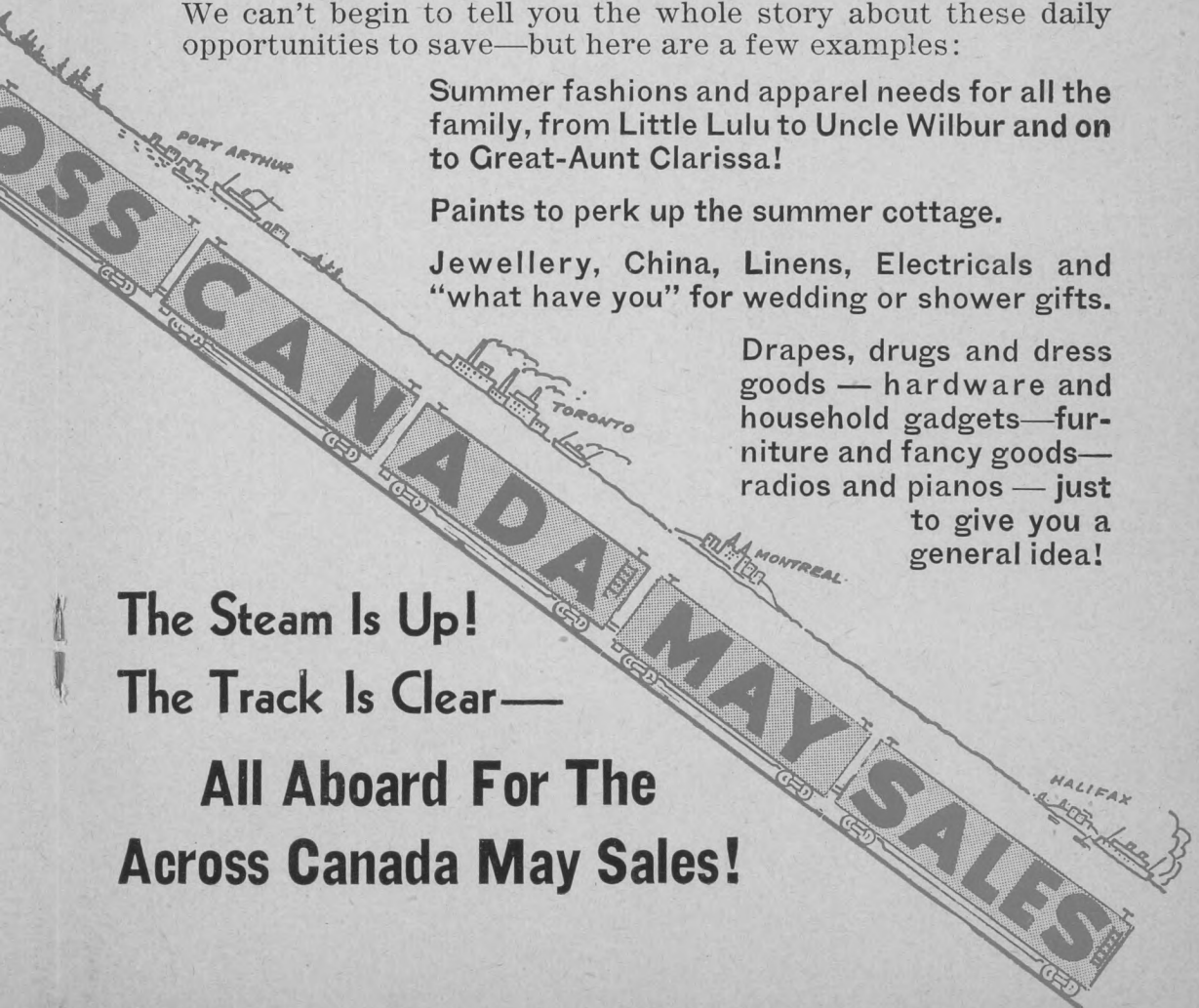
Paints to perk up the summer cottage.

Jewellery, China, Linens, Electricals and "what have you" for wedding or shower gifts.

Drapes, drugs and dress goods — hardware and household gadgets—furniture and fancy goods—radios and pianos — just to give you a general idea!

The Steam Is Up!
The Track Is Clear—

All Aboard For The
Across Canada May Sales!





THE CHAMPION ROCKETS

Back Row, left to right—B. Brown, centre; G. Forth, wing; B. Stein, goal; D. McPherson, defence; A. Monk, defence; J. Hobday, wing; P. Maitland, wing; B. Marks, goal; G. Blakeman, centre; T. Lee, manager; R. Hodgson, wing. Centre Row, left to right—J. Best, wing; R. Bader, wing; K. Kelpin (captain), defence; J. Martin, trainer; G. Hamilton, centre. In Front—Dale Scott, mascot; F. Thompson, coach. Missing from picture, D. Gray, defence.

* * *

(A) Mr. R. M. Pinfold, assistant general manager, presents the Championship Trophy to Captain K. Kelpin, of Rockets.



Eaton Hockeyists Battle

Dynamic Rockets Defeat Plucky Gremlins To Win Store Championship — \$450.00 Achieved For Red Cross!

"BOOSTER NITE," staged by the Eaton Hockey League at the Amphitheatre on Thursday evening, April 1st, provided an exhilarating two and a half hours of fun and entertainment for over 2,000 Eatonians. More important, it boosted the Canadian Red Cross campaign fund by \$450.00! Due to the uncertainty of securing a definite date for their play-offs, the boys had to make plans in a hurry. Despite many difficulties, success crowned their efforts—and we say all power to them for tackling this big project with a will and putting it across with true Eaton enthusiasm and efficiency!

The feature match was a play-off between the Rockets, representing the store, and the Gremlins, of the mail order. The opening face-off was a superintendents' trio, with Messrs. W. B. Pickard, A. H. Young and W. G. B. Dailley doing the honours.

It was a real spectators' game all the way. A game of hard battling, close checking and





THE PLUCKY GREMLINS

Back Row, left to right—H. Johnson, manager; W. Vessey, goal; T. Tyler, wing; H. Wiebe, centre; N. Doyle, centre; T. Creran, wing; T. Lemmen, wing.
Front Row, left to right—F. Anderton, wing; K. Gibson (captain), defence; J. Muirhead, wing. Inset: Mascot R. Anderson. Missing from picture: J. Jones, A. Wagner, D. Sutton, R. Lang. * * *

(B) Superintendents face-off—Mr. W. B. Pickard (left) for store and Mr. A. H. Young, mail order, face-off, while Mr. W. G. B. Dailley tosses the puck.

For Red Cross +

**Broomball Extravaganza and Fancy Skating
Also Delight the 2,000 Spectators**

fast skating that would have kept even Foster Hewitt busy. The Rockets, 'tis true, were the aggressors and won 10-6. However, the sensational rally of the plucky Gremlins in the last period when they copped four goals, gave the customers their money's worth—and to spare! At the game's end, Mr. R. M. Pinfold presented the handsome new trophy to Ken Kelpin, captain of the Rockets.

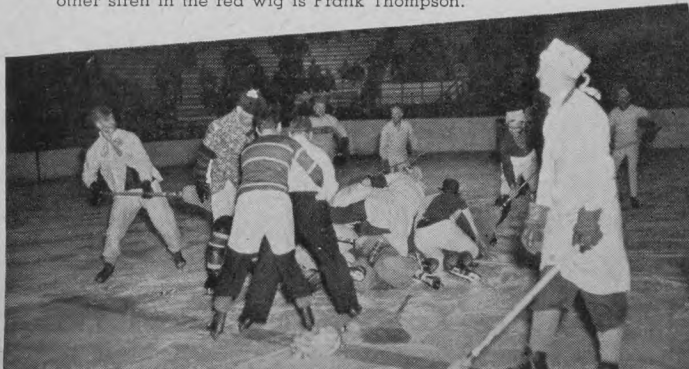
Grace and Beauty

A fine display of figure skating followed the presentation and the large crowd gave the lovely blade artists hearty applause.

Participating in the events were Mary Diane Trimble, Maxine Dolgin, Esther Swanke, Barbara Johnson, Clara Walker, Mary Frances Proctor and Al Walker.

(Continued on Page Twenty-Six)

(C) Yes, that's "Mad Man" Murray (at the extreme right) pirouetting towards you. Has his girdle slipped? The other siren in the red wig is Frank Thompson.





EATON HOCKEYISTS BATTLE FOR RED CROSS

(Continued from Page Twenty-Five)

Broomballers Get "The Brush-Off"

The finale of the evening was a broom ball game in which a lot of "dark horses" competed who obviously were both out of training and out of breath. Garbed in a variety of costumes from portly housewives to slinky villains of the '90s and on to Arab shieks, they tottered over the ice in gay abandon. As each well-padded "play boy" fell his face was nicely swept by his nearest opponent in the pile-ups. Not even the players knew who won but 'twas a lot fun for everybody!

Credit Lines

President Ted Lee of the league, has asked us to say thanks a million to all who lent their whole-hearted support to the venture. We could mention a lot of names Ted left with us, but there may still be others we have overlooked.

Anyway it was another example of the Eaton spirit at work. "Let's do it again, sometime," is the wish of all.

Welcome To the Quarter-Century Club

(Continued from Pages Seventeen and Eighteen)

DONALD MCKINNON

shoe man, he spent 15 years with Knowlton's in Brandon before joining Eaton's. Mr. and Mrs. McKinnon have three children—sons Ross, with the R.C.A.F., and Bruce with the Canadian General Electric, and daughter Maude—Mrs. Wm. Forsyth—"That makes me a granddaddy four times," says Mac proudly.

So we salute two veteran shoemen, friendly, obliging fellows, well-liked by Eatonians and the public alike! Hoot, mon, and begorra!

MRS. CATHERINE JOHNSTON

All members of 233 and 333 departments were on hand with congratulations.

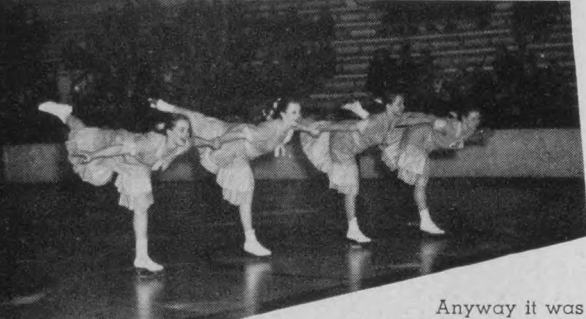
Mr. P. E. Odell, in the absence of Mr. L. O. Vincent, supervisor, made the presentation of a mantel radio on behalf of Mrs. Johnston's fellow Eatonians.

Mr. L. D. Vincent, who was then overseas on a buying trip, sent a cable of congratulations to Mrs. Johnston.

Among those present at the dinner were Marie and Bill McGinnes, Mrs. Johnston's daughter and son-in-law.

Little Woman: "Darling, I've just read that a man up north exchanged his wife for a horse. You wouldn't exchange me for a horse, would you?" Husband (dutifully): "Never, but I would hate to be tempted with a good car."

Twenty-Six





EATON'S *Mixed 5-Pin* BOWLING LEAGUE

Final Series Winners Declared in Eaton Bowling Roll-Offs

(By Bill Hogg)

The final night of play in the regular schedule saw a merry old scramble for the final roll-off berths. Only the Trotters in the seventh division were home free as the rest of the league battled right down to the wire.

First Division—The Sport Togs and the Hits and Misses went into the final night of play tied at 14 wins each and each of them won two games to end up all even at 16 victories apiece. Sport Togs gained the nod on total pins.

Rose Gordon showed the way in the scoring parade with a lovely 891 score. Frank Frampton was tops in the men's division with 787. Other good efforts were Sam Fleming 754 Bill Liver 746, 731, Bill Robertson 731 and Peggy McMillan 720.

Second Division—The Nomads led all the way to wind up on top with a nice record of 21 wins to 6 losses. The Nationals stayed close for a while but slipped back four games behind at the end.

Eve Gatchell rolled a nice 872 to top the ladies, followed by Dot Trute 750, 699, and Esther McGowan, 711. Fred Olson has been going great guns with scores of 754, 720, 703 to his credit. Ollie Westman, 750, 731 was also in good form.

Third Division—The Lafalots made a game try to catch the high-flying Gay Ones but lost out on the final night when they dropped all three games to the Gay Ones.

The best in the scoring line-up were Jean Paterson, 728, 714; Walt Mills, 745, 658; Jumbo Westman, 691, 662; Dave Mackie, 668, 667; Elaine McKay, 656, 655; Art Wright, 675; and Edith Backlund, 672.

Fourth Division—The Mazumas were hard pressed by the Whiz Bangs and the Monarchs and had to win three games on the final night to take the series honours. Their 20 victories were one better than the Whiz Bangs could muster.

Reg King rolled games of 745, 704, 644 to lead the men. Noreen Price with 683, 664 was best in ladies' column. Other fair efforts were Dave McPetridge 663, 678, 686; Herb Headon 688, 656, 634; and Bob Shusterove, 722.

Fifth Division—The Mixers just managed to hold the Jeeps to a tie for first place at 16 wins each and then gain the verdict on total score. Tryhards missed their big chance losing two games on the final night to end up one game behind.

Al Jenkins has been rolling nicely with games of 669, 642, 617 to his credit. The best of the rest were George Harris, 642, 620; Hal Johnstone, 622; Ted Davis, 621; and Kate Morrison, 620.

Sixth Division—No less than six of the eight teams had a chance of coping the honours on the final night. The Drivers managed to hold off the Ramblers and win the series on a higher pin count.

Joe Leighton really has been in great form marking up scores of 808, 799, 691, 679. Other good marks were Anne Ellis, 740; Al Inglis, 735, 652; Bud Insch, 706, and Rus Vipond, 717.

Seventh Division—Trotters made a run-away of the series honors but there was a great battle for the final roll-off spot with Zippers coming through on higher pin count.

R. Wicklund turned in a big 750 night to lead the scoring parade; followed by Bill Steed, 707; Harvey Sheidow, 700; George Huntington, 674; and Miss Boily, 612.

Eighth Division—In a wide open fight the Quints scored their second successive series victory by upsetting the Admirals and the Has Beens. The Has Beens however, get into the roll-offs since the Quints are already in. Some real good scores were posted in the last few weeks, including Jim Thorpe, 767, 667, 668; Harvey Way, 731, 711 (384); Jim Carson, 756, 620; Joe Green, 720, 659; Dave Goertzen, 716; Jack Kellas, 704; and Mildred Barker, 652.

King Pins Triumph in the Roll-Off

Al Kreinke, 647, and Harvey Way, 625, led the King Pins to victory at the Bowladrome on Tuesday, April 20th. With the able assistance of Barbara Kent, Dot McColl and Jean Tillison, they rolled a total of 3,106, just enough to nip the second place Hits and Misses.

The Hits and Misses managed to cut short the Spillers and the Sport Togs to win first division honours with 3,079. Sparklers were lucky to outscore the Winsomes and Nomads with 2,879 to win the second division. In the third the Eagles were tops with 2,889. The Whiz Bangs scored a nice 3,001 to win fourth division fairly comfortably. In the fifth the Wise Ones outscored the Alley Byes and the Mixers to finish on top with 3,069.

The sixth division title fell to the Zoot Shooters, their 3,016 was just too much for the Drivers, and the Majors. The Trotters got a soft win in the seventh when the Peppy Pals and Zippers couldn't beat their 2,666 total. The King Pins, of course, collected the eighth division title. Individual scoring was very low. Edith Hull was top lady of the night with a good 744 score, closely followed by Grace Irwin with 738. Edith also rolled the high single of 328. Bill Adams was top man with 747 and Jack Collett with 276 scored the high single.

"Health is the vital principle of bliss, and exercise of health."

"The groundwork of all happiness is health."

Twenty-Seven

"GRAND SLAM"



Top row—left: Champions H. Caldwell and E. Adey receive the Dailley Trophy from Mr. W. G. B. Dailley. Right, clockwise: A. C. Mitchell, Bud Horton, Ems Long and Ken Chalmers.

Second row—left: C. Loveridge and J. Syme are presented with prizes by Mr. Dailley. Right: Roy Robinson, W. G. B. Dailley, Vic Fotheringham and Sam Metcalfe.

Third row—left: Summarizing the scores—a lengthy and intricate business—by those experts, Mr. Bruder, president Winnipeg Contract Bridge Club, and Secretary Hatcher. Looking on are D. S. Jones, T. Smith, H. Evans, J. Kuhn. Right: Messrs. J. H. Keys, T. Anderson, J. G. Dickson, J. Ward.

Lower row—left: General view of the tournament. Right: Messrs. Adey, Bissett, Caldwell and Wimble.

"GRAND SLAM"

Eaton Men's Bridge League Score With Highly Enjoyable Wind-up. Adey and Caldwell Win Trophy

Do you like a stimulating game of "plafond?" That, they tell us, is the French game from which contract bridge was developed. Anyway, if you're a bridge fan you would have keenly enjoyed the season's-end wind-up of the Eaton Men's Bridge League which was held in the Winnipeg Bridge Club's headquarters on Wednesday night, March 31st.

True, it's only a fledgling as yet—but this new Eaton club, founded last year by Staff Superintendent W. G. B. Dailley, is splendidly organized and, with hundreds of bridge minded Eatonians in our midst, we predict for the league a flourishing future!

Retiring President Howard Keys doubled in the roles of chairman and player. He also won honours as cheese cutter, while Bud Horton proved a trump at cutting and dealing—the salami. Following a three-hour tournament, the Dailley plaque, emblematic of the championship, was presented to Hugh Caldwell (he also holds the Eaton golf championship!) and Edgar Adey.

Calling upon Mr. Dailley to make the presentation, chairman Keys thanked the former for donating the trophy and also for proposing the formation of the bridge league. Mr. Keys also thanked the Winnipeg Contract Bridge Club and its officials for the use of their clubrooms and assistance in conducting the tournament.

Responding, Mr. Dailley paid a tribute to Mr. Keys and his committee for their excellent work in conducting the league.

PRIZE WINNERS

Main Event

- "A"—(champions)—E. J. Adey (277), H. Caldwell (106A), Ronson table lighters.
 "B"—J. Syme (215), C. Loveridge (146), travelling clocks.
 "C"—K. M. Chalmers (253), G. M. Horton (252), travelling clocks.
 "D"—A. C. Mitchell (215), S. E. Coone (215), travelling clocks.

"Meet the Three Barneys"

Like three peas in a pod, despite their "slight" difference in years, are these three generations of Barnsdales. At right, Frederick James (supervisor, juvenile department); at left, son Frederick Bruce; and at centre that stout fella John Frederick, pride and joy of his dad and granddad!

The engagement is announced of Miss Phyl Bennett (welfare office) to Mr. Archibald Sheppard of Winnipeg. The wedding will take place quietly on May 8th at Holy Trinity Church.

* * *

In her capacity as welfare office secretary, Miss Bennett has endeared herself to many hundreds of Eatonians who join in wishing her every happiness.

Duplicate Event (Wind-up)

North—J. Syme (215). South—C. Loveridge (146). East—T. Ewart (172). West—K. Sutherland (38). Double deck plastic-finished cards and box of score pads.

Consolation Event Winners Get "Gag" Presentation

The comedy highlight was the awarding of prizes to winners of the consolation event. Bud Horton did the honours here, announcing that each prize had been selected for its helpfulness to the individual "expert" as follows:

Consolation Main Event

- "A"—A. Graham (272 W.R.), pair oven mitts. (A bit of protection from those who made it hot for you.) G. Scullion (151), pair ear muffs. (Maybe you should try outdoor sports.)
 "B"—W. D. Russell (228), pair baby pants. (Never take chances when you're vulnerable.) T. Smith (28), kneeling pad. (At last you've won a rubber, and very useful, too, for praying in future contests.)
 "C"—F. J. Scott (105), needles, thimble, wool. (This package contains complete equipment for another hobby at which you may find yourself more proficient.) J. Thomson (253), magnifying glass and sun glasses. (It has been rumored that you haven't got a clue, so we proudly present you with a complete Sherlock Holmes outfit.)
 "D"—R. A. Ferguson (172), 1 dozen shoelaces. (They say you have taken quite a lacing in this tournament, so who are we to deny it.) R. Pultar (139), toy gun. (It has been suggested that the next time you go six down in a one-bid, you step out in the alley with this.)

Consolation Duplicate Event (Wind-up)

- North—T. Smith (28), shoe polish. (When your partner kicks you under the table, misses your ankle and ruins your shoe shine, be nonchalant.)
 South—W. D. Russell (228), cleaning fluid. (If there aren't enough spots on your cards, take the spots off your opponents' cards too. Also very useful for making trays into aces.)
 East—H. Evans (179), 4-5-6 pick-up sticks. (You may have more success playing this game.)
 West—F. Farnfield (229), 100 glass marbles. (Comment concerning this prize would be quite unnecessary.)

Delicious refreshments were then served to end a most enjoyable evening.



Twenty-Nine



CURLERS GRAND FINALE

**"Goodwill Spread Throughout Province by Eaton Curlers"
Declares President of Manitoba Curling Association**

Facing you on page 30 are familiar scenes if you're a lover of that last rampart of amateur sport—that smooth-gliding vehicle of good fellowship—builder of fine sportsmanship—god-send for villager and small townsman on long winter evenings—that game of games, born of the Dutch—stolen by the Scots—adopted by all races and played by all ages from eight to 80—CURLING!

The season of 1947-48 came to a triumphant close here at Eaton's when the Men's Curling Club staged their annual banquet and wind-up at the Fort Garry Hotel on Monday, April 12th.

President Syd Florence was at the controls, while Walter Scott handled the top-flight entertainment.

Speeches Were Brief But Brilliant

Mr. G. M. Eaton, director, said that Eaton curlers had one of the world's largest clubs and with a big increase in membership now indicated, he predicted that next year we'd top the list. Mr. Eaton spiked his remarks with flashes of wit that added much to the gay tempo of the evening.

Mr. Bill Lumsden, president of the Manitoba Curling Association, gave a stirring address on curling that captured the attention of all. Mr. Lumsden also spoke eloquently of the good will engendered by The T. Eaton Company throughout the province by its support of men's, women's and high school bonspiels."

Mr. W. B. Pickard, store superintendent, presented the McGee Memorial Trophy to Ken Barling & Co. He reminisced of the old days of sport in the Company and declared that the energy, enthusiasm and good health, plus the determination to win in sports, had helped materially in the development of the Company.

Mail Order Pulls the "Hat Trick"

Mr. A. H. Young, mail order superintendent, Mr. Jim Johnston, mail order operating, and Mr. W. E. Curry, all expressed pride that the championship again went to the mail order. Or "that the mail order had pulled the hat trick—three in a row!"

Other speakers were Harold Hindle who brought greetings from the Civic-Caledonian Club; W. G. B. Dailley, W. L. Palk, A. D. MacDonell, Finlay Tease, who proposed a toast to the Manitoba Curling Association; George Paull, who also proposed one to the press and Scotty Harper, who replied for the newsmen.

President Florence also reviewed the season's activities and the good will visits made by the Club. And then this grand evening among curling friends was rounded off with a sparkling floor show! * * *

Descriptions of Pictures on Facing Page

Top Row—Left: The first two gentlemen are past presidents of the Eaton Curling Club, Earl Ramsay and Jack Johnston. Right: Glimpse of head table—left to right, Fin Tease, vice-president; W. E. Curry, W. L. Palk, L. M. Penrose, president; Grain Exchange Club; A. H. Young and W. G. B. Dailley.

Second Row—Left: Bill Irwin, secretary. Left centre: Mr. W. B. Pickard, store superintendent, gives the crowd a friendly wave. Right centre: Mr. Harold "Googs" Hindle speaks for visitors. Right: President Syd Florence introduces guests.

Third Row—Left: "Press table"—Bill Hurlburt, Contacts; Johnny Bass, Tribune; "Scotty" Harper, Free Press, and R. Adey, Citizen. Right: The champions—Perc Longstaffe, Gordon Muirhead, Jack Myers, Ken Barling (skip) and Angus Osborne.

Fourth Row—Left: "Fine body of men." Centre: President Bill Lumsden, Manitoba Curling Club, congratulates the Eatonians on having their own rink. Right: Mr. G. M. Eaton, director, spiked his address with flashes of wit.

Lower Row—Left: Wives, here are your husbands—"ain't" they handsome! Right: On the entertainment side.

WEEK-END INTERLUDE

When a few of the jewellery boys dropped in to pay Mr. and Mrs. Bert Matthews a visit at their winter lodge "Belleacres" on the Winnipeg river recently, it was just like old home week. We were dressed for the rigours of winter, so Bert introduced us to the water hole. He hadn't been able to find it for two or three weeks and thought that while the gang was down it would be an ideal opportunity to go looking for said water hole via the snow shovel method. It was finally located and some of the visitors boasted of aches and pains after the shovelling was over.

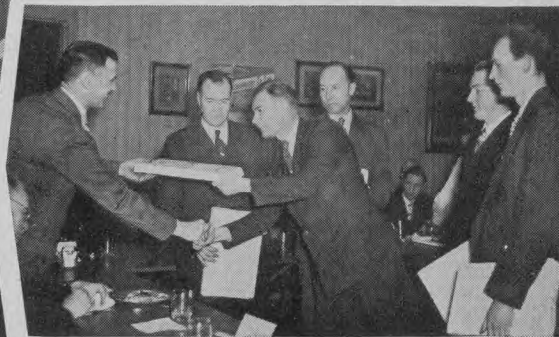
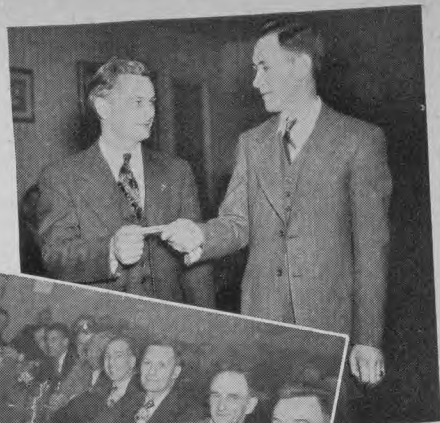
Anyway, we all had fun and wish to thank Mr. and Mrs. Matthews for the "swell" time!

Signed: A. Cranston, J. Yelland, M. Donaldson, D. Dewar, S. Fleming, T. Ritchie.



Left—Alex Cranston, Dunny Dewar, Mr. Bert Matthews, Mal Donaldson, Jeff Yelland. Missing from the group are Tom Ritchie (who took the picture) and Sam Fleming. (Where were you, Sam?)

Right—Mr. Matthews' golden Labrador retriever, "Lady Dauntless of Wychem"—a real aristocrat of the dawg world!



"When Good Fellows Get Together"

Despatch Curling League Winds Up Season with Fun-Fest and Song

The little league that started with a few curlers in the despatch department and grew to a flourishing club that includes many players from store and mail order—wound up a "swell" season with a stag party on the night of March 24th, in the comfortably appointed Fort Garry rink. President Jack Johnston kept things moving at a merry tempo.

The refreshingly informal programme was handled by Maestro George Douglas. George gave out freely of his rich baritone and led the singing with an added expertness gained during his wartime years with the Y.M.C.A. Alex McKenzie the despatch's talented accordionist, and Hugh Picken, pianist, also contributed to the big success of the evening.

Jack Stocks delighted with his "music hall" monologues and stories; "Signor Henri Dealli," violin virtuoso, cleverly enacted by Harry Deally (with borrowed mop for hair, a toy violin and a gramophone synchronization), got a great hand; Bill Liver's impersonation of a duck hunter in difficulty was a side-splitter, while a dancing duo by Bill Donaldson and George Douglas should be included in the coming national ballet.

Presenting the McClure Trophy to Harry Lake's rink, the donor, Mr. Jim McClure, spoke of the growth of the league, the good fellowship and grand sportsmanship that existed with never a dispute to be settled.

President Jack Johnston reported a top-flight season and thanked his executive for their splendid support. Other speakers were Bill Evans, vice-president; Bill Dickson, Harry Shimmen, executive members; and Bill Hurlburt.

The Red Cross Benefits

The hidden prize event having ended in a tie between Jack Johnston and Harry Lake, these worthies generously decided to donate the prize money to the Red Cross—cheers proved the popularity of this method of deciding the tie.

Real he-man size refreshments (ah! those onions in vinegar!) ended an evening of fun and relaxation among old friends—and what could be more refreshing after a busy day?

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: "When Good Fellows Get Together." Right: Nice gesture! Harry Lake and Jack Johnston, who tied for hidden score prize money, decide to give it to the Red Cross.

Second Row—Centre: "Hail Hail, the Gang's All Here."

Third Row—Left: "Signor Henri Dealli," a long-haired violinist, interprets a difficult sonata on his "priceless" instrument (assisted by recorded accompaniment). Centre: Mr. Jim McClure presents the McClure trophy and prizes to Harry Lake's rink. Seen in picture: Gordon Ray, Herb Green and J. Gates. Right: Maestro Gordon Douglas leads the community singing.

Fourth Row—Left: Consolation winners: N. Lake, H. Shiedow, J. Paisley and C. Sinclair. Trophy presented by Bill Dickson. Centre: Jack Stocks excelled in song and story.

Fifth Row—Left: "A" Group winners—J. Gillies, G. McLeod, G. Hammond and R. Johanneson, receive their prizes presented by Bill Hurlburt. Right: "B" Group winners—Reg King, A. Ingram (skip), R. Jagger, K. Kunz and E. Rosenagel, with Bill Evans (vice-president) doing the honours.

Lower Row—Left: Head table—G. Douglas, J. McClure, J. Johnston (president and chairman), Bill Hurlburt, Bill Evans and Bill Dickson. Right: Handsome devils, aren't they, girls?

PLAY BALL!

Notes From Eaton's Fastball League Secretary

At last the weather is beginning to show better signs for baseball. Incidentally, Jack Kellas and his gang are very busy with arrangements for the big opening dance of the season which will be held at the Scott Memorial Hall, Wednesday, May 5th.

If you have not secured your tickets they may be obtained from your team managers or from the time offices (store and mail order).

Teams are busy just now getting lined up for this season's play, and while it is impossible to tell you much about the number of teams we will have, there is news of new entries coming in, however we have lots of room for more. Please have your entries in to Miss Leach (mail order accounting) before closing date, May 14th.

Probable opening date will be on or about May 26th. All games will be played on Mondays and Fridays with Wednesdays taking care of postponements. Umpires who are ex-

pecting to participate in this league must get in touch with Mr. Jack Moore (mail order auditing) umpire-in-chief, before May 15th.

Keystone Comments

I hear Danny Tomes is going to call them this year instead of playing. Danny has been playing in our league a long time and we hope he does as good a job of calling as he does of playing.

Still some equipment short, boys, so if you feel like playing this year, get your team managers busy and turn it in. Remember: No Turn-Ins—No Turn-Outs of Equipment.

Jack Moore will be looking over the movie queens for the month of June. We hope you and Mrs. Moore have a nice time in Los Angeles, Jack.

Mrs. Frank Heath is holidaying in Vancouver. Have a nice time!

—Dorothy Chambers

Knights of Brush and Hammer Celebrate

Painters-Carpenters Stage Annual Curling Dinner

Tradition has it that curling was born in Holland. If that be true, John Kooning, the doughty Dutchman of 1074 department, must be especially proud to cop the painters-carpenters curling crown for 1947-48.

Anyway, the rafters of the St. Vital Agricultural Society's assembly hall rang with laughter and song on the night of March 30th, when those knights of the paint brush, hammer and saw gathered for their annual curling wind-up and presentation of prizes. John Black made an able chairman.

Chef Henri Voegeli, assisted by his crew of white-aproned painter-waiters, served a turkey and ham dinner that, as usual, was "nectar from the gods"! Bert (Ace) Mitchell's talented tenor led the community singing. Bert was assisted at all times by Jack Morrison's lyric soprano (what a loss to grand opera when the little Scot decided to become a painter!). Jerry Long, the painters' own pianist, swept the "ivories" as accompanist with his usual eclat.

Boy, What a Prize List!

Following dinner, the chairman called upon Syd Florence, president of the Eaton's Men's Curling Club, to present the prizes. Mr. Florence brought greetings from the big 54-team organization, and spoke of Eaton curlers' contribution to the grand old game. He then presented the championship prizes to John Kooning and his teammates.

Runners-up prizes went to Andy Duncan, skip; Bill Melnyk, Art Boyes, Charlie Boise.

Others were: Third, J. Jenkins; fourth, Bill



THE CHAMPIONS

Seated: John Kooning (skip). Standing, left to right: George Bewick, Ron Davison and Len Gurpey.

Falls; fifth, J. Black; sixth, R. Schlamp; seventh to Boss J. Morrison, and eighth to W. Milne.

In fact, there seemed to be prizes for everybody. Especially noteworthy were those well-earned acknowledgments to Chef Henri Voegeli, pianist Jerry Long and song leader Bert Mitchell for their help and inspiration every season (cheers!).

With talent abounding among them, a programme of song and variety items wound up another highly enjoyable evening with our painter and carpenter Eatonians.

"MAY BLOSSOMS"

(For Descriptions of Pictures See Facing Page)





Top Row—Left: The "die-hards!" Centre: "Fancy skiing"—Jenny Whitehead and Bill Everett. Right: A bevy of beauties—Eunice Bingham, Ev Spenceley, Dorothy Scarth, Jenny Whitehead and Ruby Williams.
 Left Centre—Who's foot is where? Una McKenzie and Doris Robinson adjust Jean Tillson's ski.
 Lower Row—Left: These Bluebirds have fun! Bill Everett and Jenny Whitehead again. Centre, left: Henry Gilbert at Banff. You didn't think it was Lockport, did you? Centre, right: Mr. and Mrs. Joe Bingham are ski enthusiasts. Right: Bill Everett and Gord Wallace in a fancy shot.

BLUEBIRDS' FINAL FLIGHT

The Bluebirds held their last outing of the season at Lockport on March 10th. An even number of gals and guys, 14 in all, wouldn't let the Spring "lion" cheat them of one last flight, and everyone agrees the day was perfect. The obliging driver even took the bus along the east side of the river for a picturesque ride home.

Thanks to all committees for loads of fun! We're looking to an even bigger and better season next year.

"May Blossoms"

Descriptions of Pictures on Facing Page

Top Row, left—This group picture was taken at a birthday party for Ronnie Knowles. Ronnie, in the plaid shirt, was celebrating his fifth birthday and is the son of Mr. R. Knowles, investigation department.

Top Row, right—"Pretty as a picture" is little Cynthia (Cindy) Thom, who is just 1 year young. Cindy's grandfather is James Thom (5, mail order), and grandmother is an Eatonian, too! Mrs. Thom was formerly Dorothy Duncan of the hardware department.

Lower Row, left—Here's a happy sister team! Jacqueline Patricia, 4 years, and Barbara Susan, 2 years. Mommy is Mrs. Lundy Lyall, formerly Miss Olga Stevenson (cash office). Miss Betty Stevenson (optical department) is a proud auntie!

Lower Row, centre—That's an armful for a little fellow! Billy is 3 years old and is holding baby brother Paul, 6 months. They are children of Mr. A. R. Adams, camera counter.

Lower Row, right—Carol Ann Offer, 15-months-old daughter of Mr. Bert Offer (printing), is all dressed up for a walk. Mommy was formerly Grace Beavis of the printing department.

Albert John Horton

(Continued from Page Nineteen)

Mr. Horton was the centre of attraction when Mr. W. Hodgson called the staff together and, on behalf of his associates, presented Albert with an automatic toaster. A lovely bouquet of flowers was sent to Mrs. Horton.

Albert has a large following of customers and makes a point of remembering their names and of always being on the alert to their needs and preferences.

Editor—"You've got a lot of terrible jokes in this issue."

Associate Editor—"Oh, I don't know. I put a bunch of them in the stove and the fire just roared."

FORE! (With the "New Look")

Myra Reid Heads Eaton Girl Golfers

Opening Field Day — May 19th



Miss Myra Reid

Store Committee: Miss Marjorie McRae (men's furnishings), Miss Isabel Hanna (expense office), Miss Grace Sim (general office), Miss Peggy McCance (basement store).

Mail Order Committee: Miss Grace Irwin (mail order merchandise office), Miss Dora Marshall (mail order copying), Miss Winnie Leach (mail order audit), Miss Lane Hantschuruk (mail order lingerie).

Store Competitions: There will be competitive classes A, B and C, with a cup for each winners. All competitive games will be match play.

Opening Field Day

Will be held Wednesday afternoon, May 19th, at the Elmhurst Golf Course. It is hoped that every member will attend, meet their fellow members, and have our usual grand day!

Winnipeg Electric buses will leave from the store garage at 1 p.m. sharp.

All entries must be registered not later than

Our golfing gals, more formally known as the Eaton Women's Golf Club, held their annual meeting on March 25th in the assembly hall, when officers for the new season were elected.

The only man present (gosh, he must have felt important!) was Mr. Harry Greenwood (welfare department). With a long experience in such organizational matters, Harry obligingly presided over the election.

The nominating committee presented the following slate:

Officers Elected for a Two-Year Term

President: Miss Myra Reid (fashion accessories).
First vice-president: Miss Ellen Deason (mail order lingerie).
Second vice-president: Miss May Mackay (wages office).
Secretary-treasurer: Miss Edith Bower (sales office).
Handicap and tournament manager: Miss Mary Thompson (mail order copying).
Prize convenor: Miss Peggy McMillan (dress goods).
Publicity: Miss Jennie Wilson (mail order dress goods).

May 8th. The committee will arrange teams and notify each member.

Store girls will kindly register with Miss Marj McRae (men's tie counter); **mail order** girls with Miss Mary Thompson (mail order copying, eighth floor).

Watch for further announcements on your bulletin boards.

President-elect Myra Reid announced, to the great pleasure of all, that Miss Zella Nott was unanimously made an honorary associate member of the club.

OUR LAST WORD

(And a Woman's Privilege)

If you have not yet registered and purchased your membership tickets, do so NOW!

PRINTING PLANT PATTERN

By B. Goulet

It was a treat to welcome back (on March 29th), our official timekeeper, Mr. P. Wiley, Sr., after nine long months convalescing at Deer Lodge Military Hospital.

April 17th was a showery day of congratulations to John Foster, foundry foreman, on reaching his quarter century with the plant. John, to one and all, has that captivating "Jupiter Spirit," was the instigator of the present department fund, also a member of the Valour Road Legion and of the Veteran Guards of World War II. The big day ended with a nice surprise party at his home by a few members of the Craftsmen. Of course that big holiday will be spent at the west coast.

Now we hope it isn't "Spring fever" that is

keeping Arthur Farrow and Charlie Burns away.

Glad to hear of the good progress of Dave Arnott, Tom Griffith and Stanley Speer.

It's nice to see Ada Bannister back.

Bowling—The Peppy Pals, with Edna Bishop, Daisy Stoney, Joan Short, Ralph Wickland and Ainslie Watson, won the first series of the bowling league. Some goods scores were—Daisy, 282, Joan with a single game of 359, and Ralph with a sparkling 750 for three games. Joan and Ralph are first-year bowlers.

It was a shock to us all to learn of the sudden passing of our second engineer, W. G. (Bill) McDougall. Our deepest sympathy is extended to Mrs. McDougall.



BASEMENT STORE



A big, hearty welcome to Kay Hill (foodateria) who is back to work again after nearly a year's absence.

Pat Carr, assistant in basement foodateria, has been away sick for some time. Why, Pat's "fading away to a shadow." Eight gals of the department decided to pay him a visit and no doubt it was just what the doctor ordered! Hope to see you back soon.

Lucy Bartlette (foodateria) has been away sick. Hope you will be back by the time Contacts goes to press.

Gloria Ranchie (928) left the department and the girls gave her a pair of stockings as a parting gift.

Mr. R. Insch (926) has been away sick because of an infected eye. Hope to see you back soon.

Best wishes to Audrey Seals (901) who received a lovely diamond this month. We hear the lucky fellow is an army man.



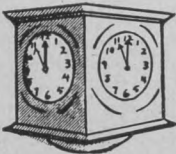
Wheeee! A strike! And the bowladrome echoed with laughter and cheers on March 31st, when 901 department set out to break the all-time records . . . and they did! There were probably more low scores here than anyone would care to mention . . . they wouldn't even tell us who was super-low!

Hidden scores came through for about 20 of the 40 players. Congratulations to all winners!

Sorry to report that Mary Sullivan (901) has been away for some time. Hope you didn't get that bronchitis at a hockey game, Mary.

* * *

MAIN FLOOR



Congratulations to Mr. John Marshall on his appointment to the stationery department. The drug department send their best wishes Mr. Marshall.

Mr. J. A. Maley and Mr. J. M. Merrett from Edmonton and Calgary stores, paid the drug department a visit while on a business trip. It was grand seeing you again, fellows!

The boys in the drug filling room are going about their daily chores with heavy steps and gloomy looks. The reason—Irene Marion is on

the sick list; a nasty bit of neuritis, so we hear. We miss you, Irene, and hope you'll be well again very soon.

Jewellery Department Holds Luncheon in Honour of Kaye Gibbons

The jewellery department turned out "full force" to a luncheon for Kaye Gibbons, a bride-elect of April 24th. The luncheon was held at Moore's on April 7th where Mr. Cranston presented Kaye with a reversible wool bedthrow and a pair of linen sheets from the department. A very wise choice since Red Lake district can be mighty chilly! Kaye wore a lovely corsage of American beauty roses and sweet peas.

Everyone agreed that Mr. Orville Edgar Harvey was a lucky man! Thanks to Miss C. Lord, Miss M. Broughton, Miss R. Evans and Miss D. Dougall for organizing the party. Best wishes from all the gang, Kaye!

Mrs. Mary McIlveen (school supplies) is holidaying in the British Isles with the accent on Bonnie Scotland, no doubt!

Miss B. Deeks (literary guild) had the misfortune of breaking her ankle and has been in the hospital for some time. Sorry to hear of this, Bea, and hope you'll be up and about soon.

The entire books and stationery department, including the circulating library staff, gathered at an informal luncheon at the Antique Tea Rooms to say goodbye to Mr. Norman Gregg. Mr. Gregg left for his new appointment as head of paints and wallpaper department.

Mr. W. Bucham, supervisor, thanked Norman for his 10 years of loyal and efficient work and presented him with a travelling bag from his associates.

Guests at the luncheon were Mr. S. Florence, Mr. J. Marshall and Mr. S. Fleming (5, mail order). It was a pleasant way for the gang to meet all the new "boys."

* * *

SECOND FLOOR



The fancy goods department are glad to welcome Mr. S. H. Williams back after his European buying trip.

Congratulations to Mr. Perc. Cranston and Mr. R. (Doc, Jr.) Herriot who

won their curling events.

Elizabeth Mills (fancy goods)—alias Larry Parks—received honourable mention in Knox Young People's Union play. The play won the city-wide United Church contest and will compete in the inter-denominational playoffs. Good luck, Elizabeth.

The department is wondering why Stella Gerelus watches the clock at 4 o'clock every Saturday afternoon. Could be she expects her boy friend from Brandon? Could be!

Best wishes to Yvonne Persons (dress goods) who was married April 22nd at Holy Cross Church to Mr. Van Wallegham. On behalf of the department, Mr. P. Odell presented Yvonne with a chenille bedspread.

Miss Cora Brooks (dress goods) left this month on her quarter-century holiday. Could be she has headed for sunny California? The gals of the department gave her a corsage and chocolates for her trip. Hope you have a wonderful time, Miss Brooks!

THIRD FLOOR



The last "meat ball" of the season will be held by the meat department staff in the Orange Hall, Norwood, on May 18th. There will be a half an hour floor show and the usual good time. You must be present to collect your prize at the big draw, so start organizing your party now. See you there!

Art Taylor (meats) was allowed to go home from Deer Lodge hospital for the Easter weekend. We hope you'll soon be home for good, Art.

Mr. R. Dawn, Mr. G. Woodward and Mrs. R. Bell (meat office) are all away through sickness. Hope to see you all back soon.

Coming to work one bright and chipper morning, we heard screams and shrieks from the third floor hardware department. Curious, we walked over to find the parcel girls standing on chairs and hoots of laughter from the men. Just proves the weaker sex are still the weaker sex. Has anybody a cat they could loan this department?



D.A. OFFICE NEWS

We get a good many enquiries at the D.A. office, but seldom is the BIG question asked. Shirley Puhan gave the correct answer to Paul Harris and now she is wearing a lovely diamond on that very important finger. This happened in the afternoon of March 15th.

"California, here I come" sang Pat Baker on March 20th when she bade farewell to her friends in the D.A. office. Pat was presented with a nice travelling case by Mr. R. M. Clark, first assistant, on behalf of the office staff.

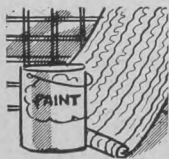
On Thursday, March 25th, a number of girls in the D.A. office gathered at the home of Miss Helen Wright, Roslyn Apts., in honour of Miss Audrey Moyse, bride-elect of April 3rd. Audrey was presented with a beautiful lace banquet cloth.

When Audrey left on March 27th, she was presented with a gift of kitchenware by Mr. W. J. Thomson, head of department, on behalf of the D.A. office staff.

Congratulations to Mr. and Mrs. Lorne Mills on the birth of a lovely baby daughter on March 29th. That makes three little girls for them.

* * *

SIXTH FLOOR



Sincere sympathy is extended to the family of Mr. T. Potter, retired Eatonian, who passed away in April. Mr. Potter was foreman of carpet workroom before his retirement.

Bob McDowell (carpet workroom) has a mighty happy look about him. Why? He's a proud daddy of a baby girl born March 26th and her name will be Nola Karen.

Thirty-Eight

Mommy was the former Mavis Warwick of the parcellers. Congratulations, folks!

Popular Ralph Carson of the economy home furnishings department, was transferred to the sixth floor carpets. On leaving the department, Ralph was presented with a Parker pen and pencil set.

The paints, pictures and wallpaper department is full of newsy items this month.

Tommy Dodds left the department for 74 mail, and Mr. Forbes called the staff together and surprised him with a presentation of a camera. Best of luck in your new work, Tommy.

Glad to see Mrs. Alice Sedo back after her operation.

The paint department members were the guests of Brandram-Henderson Paint Co. at a dinner at the Marlborough Hotel on March 29th. Mr. Philip Blair gave a very interesting talk on a new paint product. Mr. Norman Gregg thanked Mr. Blair on behalf of all the members of Eaton's and other firms present.

Aline Roy (picture department) is wearing a lovely diamond. The lucky fellow is Paul Mousseau.

Hope Jack MacDonnell, wallpaper department, will be back with us soon. Jack has parted with his appendix.

Mrs. A. Wylie entertained the female members of the department Wednesday afternoon, March 31st. Little Patricia Louise was the centre of attraction.

Hoots of laughter could be heard over the sixth floor one bright morn, and we're not letting the cat out of the bag—but did you hear that Mr. Reg Caither (wallpapers) had fallen into the waste basket and one of the office girls had to run to the rescue and help him out!



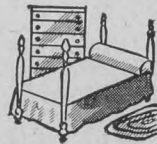
The department would like to say "Welcome back" to Norman Gregg, who returned after 10 years in the stationery department.

* * *

SEVENTH FLOOR

A letter to "Where you help the people shop department" shows the good work of the shopping service gals. This customer (an old lady unable to shop for her Easter gifts) sent \$2.50 to purchase a basket of small things for her wee granddaughter. Our shopper obliged with two small dolls and carriage, one pound of Easter candy mix, six Easter eggs, six chocolate bars and an Easter bunny novelty. A card was enclosed as requested and the gift delivered.

The Easter bunny brought happiness to this little girl, thanks to our shopping service department!



Norm Lampe, son of Mrs. L. Lampe (shopping service), received two awards in the mid-gel hockey league. Norm was the leading scorer in the entire league and was named the most gentlemanly player in "A" division. Incidentally, you might have seen his picture in April 14th issue of the Free Press. Congratulations, Norm!

A gaily bedecked desk centred with cherry blossoms greeted Edith Scott of the budget plan on her arrival Wednesday, April 7th. Mr. Sails presented Edith with a complete set of towels on behalf of her fellow workers. On April 9th at Chalmers United Church "Scotty" was united in marriage to Robert Maxwell. After a honeymoon in Minneapolis, the newly-weds will reside at 218 Sherbrook. All the best, Edith and Bob.

Best wishes from all the gang to Joyce McLeod (shopping service) who was a bride of March 29th. Joyce married Gordon Hicks at St. Stephen's-Broadway United Church.

Mr. W. Spenceley made a presentation of a mirror from the department and the girls of the office gave her a chenille bedspread.

* * *

EIGHTH FLOOR

Everybody missed Miss Barbara Baker (alterations). She has been away sick for several months and is now back at her job. It's nice to see you back, Miss Baker.

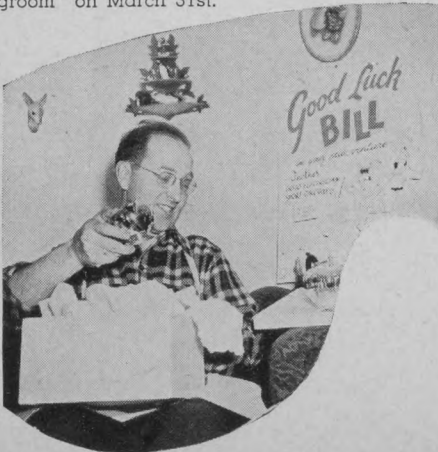
Miss Gerry Carel received a diamond lately from Mr. Arthur Rosset. Gerry will be leaving us soon. Best of luck, Gerry!

Louis Sotolov (custom tailoring) has been convalescing after two months in the hospital. Hope to see you back soon, Louis.

Cheerio to E. W. Haydon at Shaughnessy Hospital, Vancouver, B.C., a counterpart of Winnipeg's Deer Lodge Military Hospital. We will be sending you Contacts regularly to keep you posted on store activities. Mr. Haydon is veteran of World War I.

Blushing Groom

The card reads "... Another good electrician short circuited!" Bill Gillies is shown below opening a handsome silver tea service presented to him at a stag party held on March 22nd. Mr. J. Verhoef made the presentation on behalf of his associates. Bill was the "blushing groom" on March 31st.



CASH OFFICE

By J. Eldred

The cash office departments were pleased to welcome Dorothy Brown back April 12th, after her recent illness. Dorothy has been away since January 29th.

Evelyn Gevoga from the second floor tubes, flew to New York on April 6th. She will be holidaying for five or six weeks. We all wish her a good holiday.

We were glad to see Bill Summers and Doug Snell (cash register repairs) on the Eaton Hockey Night, April 1st, taking part in the novelty broom ball. You made a pretty girl, Bill!

Barbara Hooper, now Mrs. Murray Barkley, chose April 9th as her wedding day. Married at St. Aidan's Church at 7:30 p.m., Barbara made a lovely bride. Members of the cash departments presented Barbara with a lovely lace cloth on her departure April 3rd. Mr. Keys did the honours.

It is nice to have Jack Hardy (C.O.D. cashiers) back with us. Jack has been in Deer Lodge Hospital since March 17th.

Edith Gellert (shopping card office) had to undergo an operation April 5th, at the General Hospital. Latest reports are that she is doing very well. We are looking forward to having you back with us again, Edith.

Joyce Piper has announced that her wedding will take place April 23rd. All our best wishes for your happiness, Joyce.

We are looking forward to the return of our supervisor, Mr. L. E. Summers, who has been holidaying with his wife in the United States and British Columbia since the middle of March. We hope the weather has been a little better than ours, so he could enjoy a few games of golf.

Alice Jones, second tubes, is leaving on Saturday, April 17th, to be married on April 24th to Mr. Wesley Bennett. Their honeymoon is to be spent at the West Coast. Our best wishes go with them.

* * *

ELEVATOR UPS AND DOWNS

By A. E. Reese

Come on fellows and gals and let's do something of interest so we'll have a better report for the next issue. Not much this time, but we'll let you in on it anyway.

A mail order girl left us recently. She was Merle McBride. The girls gave her a lapel pin as a parting gift. Good luck, Merle.

This month we're again happy to welcome some new members. They are Mary Frankland, Ruth Morrison, Edith Forsyth, Sidney McConaghy, Mona Heugh and Kay Chapman.

The department wishes to extend its sympathy to the Acheson family in their recent bereavement.

Flora Mason and Olive Chyzk are on the sick list. Hope you are well and back soon, girls.

Just called Terry Charlesworth and the report is good. She hopes to be with us again soon.





By M. Ominski and T. Scott



Iris Owens of mail order packing, was married to Eugene Farmer on March 27th. Iris was presented with an electric clock and towels from the girls, while the department gift was a beautiful mirror. Best of luck, Iris and Eugene.

On the morning of April 5th, Margaret Goodbrandson of the billing office, walked in with a beautiful diamond on her third finger, left hand. Her future partner is Sam Perry. Lots of luck, Margaret and Sam.

Vel Stevens of mail order packing, came in April 5th wearing a lovely diamond on that certain finger. The lucky man is Fred Bailey. We wish you both future happiness.

Congratulations to Mr. Ernest Charles and Mr. Walter Coy, both of mail order packing, who celebrated their 30 years with the Company this month.

A speedy recovery to Mr. T. Donaldson, Miss N. Hammerquist, Mr. A. Summersgill and Miss G. Richards who have been on the sick list for a few weeks. Hope to see you all back with us in the near future.

* * *

By M. Doolan



Doris Walker of 60 department office, left us in March to return early in April as Mrs. Herbert Slessor. Prior to her wedding Doris was presented with a chenille bedspread and wool bedthrow by Mr. P. J. McRae on behalf of the staff.

On April 14th the girls of 60 department gathered at the Homestead for a surprise luncheon in Doris' honour when a further presentation was made.

Our very best wishes to Doris and Bert for a happy future.

* * *

By F. Rodyer



We are glad to hear that Mrs. Craig, Harry Craig's mother, is convalescing at home after her recent operation, and we trust she will be feeling better soon.

Olie Westman (staples) the Dazzler bowler, has been away ill and we all wish him a speedy recovery.

Forty

Miss Betty Baker and Mrs. Batchelor, formerly Miss Audrey Porter, staples, members who left the department during the last year, returned to visit their many friends this month. Miss Baker, now of Fort William, is spending a month's holiday in Winnipeg, and Mrs. Batchelor is enjoying seeing a glimpse of city life again after spending a year at Shamattawa, one of the northern Hudson's Bay posts.

By W. Johnston

The Easter bunny paid a surprise visit to men's clothing department, and left a beautiful sparkler on the third finger, left hand of our Betty McBean. The lucky fellow is Mel Harkins of the city despatch. Congratulations to you two Eatonians.

The last few weeks have certainly been exciting ones for petite Tony Campbell (mail order dress goods), as she received a beautiful diamond from Dave Peters. Unfortunately we hear Tony is at present in the hospital but we are glad to report that she is recovering nicely and hope to see her back with us soon.

Beatrice Healey, formerly Bea Hardcastle of the dress goods department, recently paid a visit to her friends in the department and introduced Harold, Jr. Bea's home is now in Sudbury where her husband is with the International Nickel Co.

We welcome back Min Stacey and Isabelle Taylor who have been laid up with the flu.

Our titian-haired Teddy Hudson, after celebrating her 21st birthday in April, has decided to stop growing as she is now convalescing from having her second set of tonsils and adenoids removed.

* * *

By J. Johnston

Congratulations to Mr. and Mrs. James Graham, nee Catherine Dewar (infants' and children's wear), on the arrival of a baby girl, Barbara Jane, weighing seven pounds fifteen ounces.



Miss Nettie Moore (girls' coats and dresses) on leaving for the jewellery, was presented with a set of travelling cases. Best of luck, Nettie, in your new job.

Lillian House (sportswear) surprised us by coming into work the other day with a sparkler on that all-important finger. Evert Teed is the man in her life and as yet wedding plans are indefinite. Glad to see Mary Houston back again after her recent illness, also Ella Bryk, who has had quite a siege of illness.

By J. McKendrick

Members of the lingerie department spent a most enjoyable evening recently when they attended the Metropolitan Light Opera Company's production of "The Merry Widow" at the Playhouse Theatre.

Miss Jeanette Puxty is a member of the Company and was pleased to have so many of her fellow workers support the production.

Miss Edna Yusinski left on March 31st and was married on April 3rd to Mr. John McDonauld. On leaving, Edna was presented with a pair of Dutch figurines from the management and staff of the lingerie department. Best of luck, Edna and John.

We are glad to have Miss Bea Nash back after her bout with old man Flu.

We are very glad to hear that Mr. Fred Piper, who retired last June after having served 40 years with the Company, has recovered from his serious illness at Vancouver where he now resides.

* * *

By M. Ewing



We are glad to welcome back Mr. W. Smith and Mr. A. Davidson (mail order advertising) after their short illnesses.

A speedy recovery to Clara Greenwood and Mr. Evan Owen who are on the sick list. Better hurry back, Clara, there may be another number on your desk. Catch, catch?

Who said the mail order ad haven't smart people in their department? Bill Hogg and Jim Macdonald won prizes for suggestions, also Lawrence Freeman, who was on the Free Press Double Dollars programme, won \$32.00 and \$465.00 for his air partner. Nice going, kids!

Has anyone got any odd ear-rings? Maybe they could see Mrs. Murphy. I'm sure she must have a "million" odd ones.

By J. Baynes

The bowling league of complaints and investigation department of 12 teams, held their final games of the season on Saturday, April 10th, at the Saratoga Bowling Alleys.

In the last day's bowling, three teams were tied for first place, and after some close games, the "Cladhoppers," captained by Claude "Ten-Pin" Osborne, emerged on top, after taking two games from the "Pin Heads" captained by Lorne Jackson. Ray Leveque's team, the "Hot Shots," who were on top all season, only lost one game, which left them in second spot. The "Hi-Jacks," headed by Jack Day, lost two games but won third place money.

In the way of a novelty draw, 15 players who did not share the team prizes, were presented with hidden score awards.

The men's high single score with handicap was won by "Jumbo" Westman with 372; and the ladies' high single with handicap by Mina Birnie with 385.

The men's high doubles with handicap were won by Lorne "The Slugger" Jackson with 555, and the ladies' high doubles with handicap by

Kay Shores with a score of 567. Our hearty congratulations to the winners.

Everyone agreed the league was a success and are looking forward to a good time again next year.

Congratulations also go to the following members who are on teams which now enter the final roll-off for the championship of the Eaton Five-Pin Bowling League: Mary Bodrug, Bill Adams, Jack Day, Dave McFetridge, Syd Gerrard and Lorne Jackson.

Evelyn Gaynor came in with a "sparkler" on that all-important finger. Congratulations and all best wishes for your future happiness, Evelyn.

By M. Greenwood

Cupid paid a visit to the mail order exchange department on Wednesday, April 14th, when Gudrun Benjaminson arrived with a lovely diamond ring on her third finger, left hand. Congratulations, Benny, and best of luck to you and the lucky man, who, by the way, is Harry France. When is the big day, Benny?

A lovely wedding took place at St. John's Cantius Church on April 8th, at 4:30 p.m., when Alice Kowbel and Ted Zapp were united in marriage. Alice made a very pretty bride. The reception was held at the Marlborough Hotel. They will make their home in California.

Best of luck to you, Alice and Ted.

By E. Scott

We congratulate Mary Greenwood of mail order exchange department, for her splendid portrayal of "Madame Khadja" in the highly successful production of the Merry Widow, recently presented by the Metropolitan Light Opera Co. of Winnipeg, at the Playhouse Theatre.

By D. Hunt

Recent engagements: Anita Guggliardo and Eleanor Phillips (mail order copying) both received beautiful diamonds. The best of luck to both of you.

Good to see Doreen Ferguson back at work after her recent tonsillectomy. Hope you're feeling better, Doreen.

By E. Morey

Miss Bea Boutin was united in marriage to Mr. Peter Rushak on April 3rd in the Norwood Catholic Church. The photographic workroom staff joins in wishing them every happiness in their new venture.

* * *

By N. Joyce

The candy factory and candy department in the store held a party April 2nd at the Norwood Credit Union Hall. During the course of the evening Mr. Screaton paid tribute to Miss Mary Bobnick, who celebrated her 25 years with Eaton's. The music was supplied by Miss Freda Sveinson on the accordion, with Marge Kurz lending an able hand at the piano. Novelty dances were called by Hugh McVeigh. The evening was rounded out with a sing-song.



CONTACTS

Congratulations to Olga and Arthur Orlowski (nee Stevenson) formerly with the candy factory, who are the proud parents of a seven-pound boy born on April 16th.

By D. Balsdon and R. Soutter

Ken Merritt of mailing lists department, was married to Muriel Bousfield on March 27th at the Salvation Army Citadel. Ken was presented with a lovely bedthrow from the department. Our best wishes to you both.

Two more members of our department who left recently to be married were Adel Zilinsky and Doreen Morrison. Adel was married to Ross Waugh on March 29th at St. Mary's Cathedral and Doreen Morrison was married to Gerry McQuarrie on April 3rd at Holy Cross Church. Both brides were the recipients of many lovely gifts and we wish you both much happiness.

Still on the sick list are Joe Sigurdson, Hilda Killn, Pearl Chapman and Doreen Dupuis. We hope it won't be long before you are back with us.

Cupid is still going the rounds in department 167. The lucky girls are Steffie Sinkini and Adele Firman. Congratulations, girls.

By M. McDonald

Congratulations to Norma Cameron (correspondence) who became engaged to Doug Larson on April 12th.

We are glad to see Simone Beaubien (correspondence) back after her recent illness.

MAIL ORDER CASH CAGE

A bombshell exploded on Monday, April 5th. Mary Huckott appeared in the office wearing a very beautiful diamond ring! When Mary makes up her mind she does it with a will! Mary left work on Tuesday, April 6th, to be married to Paul Hlady, of Detroit. The girls in the department presented Mary with a lovely bridal set and a glamorous negligee. Mary and Paul were married at Knox United Church on Thursday, April 15th. The reception was held at Peggy's Pantry. The couple are planning to reside in Detroit. The very best of luck and happiness to you both, Mary and Paul.

We were very pleased to receive a card from Mr. G. A. MacNeil from the coast. We hope that he and Mrs. MacNeil continue to enjoy the best of health. We are glad to know they haven't forgotten us.

We hope by the time this is in print that Anna Shamray will be over the worst of her operation.

Jane (McGurk) Blyth came to the department the other day to show us her wee daughter. Edith (Wilson) Norman also called on us to display proudly her son.

ALEXANDER AVENUE WAREHOUSE

Suprise! Surprise! Mr. Bernard Hill (furniture department) has joined the ranks of the fallen bachelors. He became engaged to Miss Dora Waite on March 13th. No date has been set for the wedding as yet but we all join in wishing you and Dora our very best wishes for the future, Bern.

The furniture department has also lost two members of the staff in the persons of Mr. R. Thomson and Mr. H. McNally. Bob has gone to Moose Jaw to become "pro" at the Lynbrook Golf Club. Harold has left to join a wireless station at Edmonton. We all join in wishing you two every success for the future.

We extend our most sincere sympathy to Mr. Les Jones on the loss of his father.

GENERAL OFFICE NEWS

Well once again our news is headed by two engagements—Betty Welsman (general office) to George Watson and Wylla Jenken (general office) to William Brown. Sincere, congratulations.

Wilma Benstead, a bride of April 24th, was honoured with a dinner by the girls of the general office staff at the Homestead on Thursday, April 15th. Twenty-eight girls were present. After dinner a presentation of red and white kitchenware was made to the guest of honour after which Gwendolyne Jones rendered a few vocal selections. Wilma received blankets from the office.

Several of our staff have been ill and we hope they will be back with us soon. Ivy Vale has been in the hospital but understand she is improving and will be going home soon. Dorothy Richardson had an unfortunate fall resulting in broken bones in her hand.

The Canadian Authors Association honoured city school short story contest winners and Ann McGavin, daughter of Jack McGavin (general office), received fourth prize. Congratulations, Ann!

"Beauty Is As Beauty Does"



"Beauty" is a fascinating word! To the young, romantic girl it means a cavalier who will sweep her away on a white charger because of her loveliness.

It opens the door to romance but also gives a sense of well being and poise.

Gone are the long, untidy, boisterous locks flying in the breeze. In their place comes the moulded to the head, short, demure hair cuts "just like a shining cap."

A soft, flattering permanent in your hair, one that you can brush and care for easily, is right up on top of the fashion picture.

Beauty Shop, Fourth Floor

An Eaton hair stylist will suggest a coiffure for you, and a make-up artist will gladly advise you on the new and delicate shades of make-up, and how to apply it effectively.

The care of the skin is a most important part of beauty, so it must not be neglected.

Proper foods, lots of sleep and the art of being able to relax are explained to you by our expert operators.

Dinner to Honour Mr. W. J. Bourne (Regina)

On Occasion of His Retirement

On Friday evening, February 27th, Mr. W. J. Bourne was honoured at a dinner held in the Qu'Appelle Room, Hotel Saskatchewan, on the occasion of his retiring from active business. Present were the management and quarter-century members of Regina store; also Mr. T. Ewart of Winnipeg audit office and Mr. Saville and Mr. Valentine from Moose Jaw.

Mr. Maltby read congratulatory wires received from Mr. Pinfold and Mr. Cable of Winnipeg, and Mr. Keough and Mr. Duncan of Saskatoon. Mr. Maltby then presented Mr. Bourne with a wallet and thanked him for his years of service rendered "in the true Eaton spirit of loyalty and enthusiasm," wished him many years of happiness in his retirement, and expressed the hope that he would be a frequent visitor to the store.

Mr. Bourne, in his reply, did an enjoyable bit of reminiscing. Regina staff all join in wishing Mr. and Mrs. Bourne a happy future. We understand they will be remaining in Regina for a while and we hope to see them often.

Mr. Bourne Retires After 37 Years of Service

Mr. W. J. (Billy) Bourne was born and educated in Peterboro, Ontario, and joined Eaton's in June, 1910. He went to Regina in 1918 when the Eaton warehouse building was just being completed, and started in as assistant in the furniture department.

Mr. Bourne was with the Calgary store from 1929 to 1932 when he transferred back to Regina. He is proud of having been present at the opening of Company stores in Regina, Moose Jaw, Saskatoon, Edmonton, Calgary, Lethbridge and Medicine Hat.



Mr. Bourne's Staff Makes Presentation

Members of 253 department staff, also a few ex-members, friends and old-timers also presented Mr. Bourne with a "goodbye" gift of a coffee table on Saturday, February 28th, Mr. Bourne's last day at work. Mr. O. Kaad, one of the old-timers, who made the presentation, spoke of the esteem in which Mr. Bourne is held in Regina store and added that he will be greatly missed by his many friends.

SIXTY YEARS MARRIED

Mr. and Mrs. W. J. Susans To Celebrate Diamond Anniversary on May 15th

"The years keep coming and going,
Men will arise and depart;
Only one thing is immortal:
The love that is in my heart." —Heine

As the sun rises over the Pacific on Saturday morning, May 15th, Mr. and Mrs. Jonathan W. Susans of Vancouver, will live again that May morning sixty years ago in Forest Gate, Essex, England, when they were betrothed.

Former residents of Winnipeg, this grand old couple have been residing at the West Coast since Mr. Susans (popularly known as Bill) retired eight years ago. Bill, it will be remembered, was on our carpenter staff, and a skilled cabinet maker.

As we go to press, plans are being made for a re-union in Vancouver of the Susans family. Sons Alex W., of Jas. Richardson & Sons, Winnipeg, and A. J. of Chicago, and daughter Mrs. J. Chapman will be with Mom and Dad to help celebrate their diamond wedding day.

On behalf of Mr. and Mrs. Bill Susans' many friends here at Eaton's, we say "Heartiest congratulations and best wishes for continued good health and happiness to a pair of grand old-timers who are an example to us all."



A teaspoon of grated lemon peel added to sauces or sprinkled over vegetable salads touches up a favorite food combination with the fragrance and flavour of lemon.

—Can. Hotel Review

An optimistic parent is one who expects son or daughter to come home from high school or college one day with a brilliant idea for simplifying the housework (or at least helping with it).

—Northern Lights

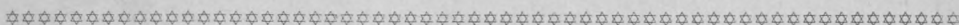
CONTACTS

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Vol. 23 MAY, 1948 No. 4

Editor: W. E. C. HURLBURT
City Advertising



"May is building
her house,
With apple
blossoms
She is roofing
over
The glimmering
rooms!"

LEAP YEAR FOURSOME

Department 300K announces the engagement of four or their gals, Frances Luy, Bernice (Burny) Merritt, Irene Clarke and Grace Munson. Whether it was "Spring and a young man's fancy" or Leap Year tactics from the gals, there'll be wedding bells a-sounding!

"THE LEGEND OF THE DOGWOOD"

... Featured on Contacts' inside front cover has been reprinted from Eaton's Hamilton Bi-Weekly. This lovely bit of prose, with its border of dogwood blossoms, was sent to the Bi-Weekly by a Hamilton Eatonian, Mr. George Cummings, who chanced upon it while motor tripping in the United States. Thank you, Bi-Weekly!

Our deepest sympathy is extended Mr. A. R. Richards (staples department) in the loss of his brother Mr. William John Richards, Portland, Oregon, U.S.A.

BADMINTON TOURNNEY

On Wednesday, March 24th, the Eaton Badminton Club (playing at the Winnipeg Badminton Club) held a ladies' doubles tournament. The members really got into the spirit of the game and there were some very good matches. To add some fun to the day, our winners—Miss Isabelle Hanna (expense office) and Miss Marg Davies (wages office)—challenged two of our male members, Ted Lee (jewellery) and Ken Kelpin (construction office). It was hard to tell from the sidelines just what kind of game they were playing, but we learned later that the girls won this event also.

Our wind-up was held April 27th. For details see next issue of Contacts.

—Shirley Baldner.

COURTESY IN SMALL THINGS

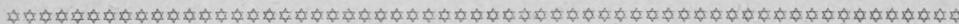
Don't forget that pleasant ways
Get you through the hardest days.
Little things you say and do
Show you're courteous through and through.

—Store Etiquette, L. Bamberger & Co.,
Newark, N.J.

During a class in English, the teacher took a piece of chalk and wrote on the board, "I didn't have no fun over the weekend."

"Now, James," she commanded, "how should I correct that?"

"Get yourself a feller," suggested James.



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In Memoriam

MISS MAMIE RANKIN

Our sincere sympathy is extended the family of Miss Mamie Rankin (meat order board), who passed away on March 21st. She was 50 years of age. Miss Rankin was born at Maple Creek, Sask., and had been with the Company twenty-four years, spending nearly all of her service in the same department. Her cheery personality won Miss Rankin a host of friends among Eatonians and customers alike, and she will long be remembered for her kindness and devotion to duty.

Surviving are two sisters, of Winnipeg and Vancouver, and two brothers in Winnipeg.



DOROTHY BRADFIELD

It is our sad duty to report the death of Mrs. Dorothy Bradfield (mail order distributions), who passed away on March 29th after several months' illness. She was 36 years of age. Mrs. Bradfield was born in Winnipeg and had been with the Company for more than ten years. Her genial manner won her many friends and she will be greatly missed.

Mrs. Bradfield lost her husband in an accident in 1945. Surviving are her mother and father, two sisters and a brother.

WILLIAM G. McDOUGALL

It is with deep regret we report the death of William G. McDougall (engineers), who passed away suddenly on April 8th. He was 55 years of age. Born in Campbelltown, Scotland, he came to Canada in 1895. An engineer by profession, he was stationed at the Alexander Avenue warehouse for the past six years. Mr. McDougall was a friend to all with whom he came in contact and will be greatly missed by his associates.

Surviving are his widow, two brothers and three sisters.

We extend our sincere sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A FATHER

Mrs. N. Wickens (electricals)
Mr. F. Marsden (supplies)
Miss R. MacDonald (city inspectors)
Mr. J. MacDonald (mail order packing)
Mr. B. Christianson (carpets)
Miss L. Guilbault (sales audit)
Mrs. L. Johnson (meat order board)
Miss N. Leslie (meat order board)
Miss F. Hudson (mail order gloves and hosiery)
Mr. L. Jones (mail order furniture)
Miss C. Oldack (mail order auditing)

IN THE LOSS OF A MOTHER

Mr. R. Eaton (lingerie)
Miss H. Merke (300A)
Mrs. M. Mark (mail order copying)
Mr. H. Gilbert (sporting goods)


IN THE LOSS OF A BROTHER

Mr. T. Acheson (meats)
Mrs. L. Cuthbert (furniture)

IN THE LOSS OF A SISTER

Mrs. C. Arklie (dress goods)
Miss D. Handkamer (western buying)
Miss J. MacArthur (draperies)

IN THE LOSS OF HER HUSBAND—Mrs. M. Jones (groceries)



EATON'S ACROSS CANADA

1948 M A Y 1948

MAY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SALE

*A Nation-Wide Programme of May Sales
Bringing Many Thousands of Dollars in Savings
to Canadian Homes From Sea to Sea!*

T. EATON CO. LIMITED
WINNIPEG CANADA